I v

MARKET FOR U.S. PRODUCTS IN THE

Ivory Coast

A SUPPLEMENT TO

International Commerce

U.S. DEPARTMENT OF COMMERCE / Bureau of International Commerce

A SUPPLEMENT TO

International Commerce

. . . the weekly news magazine for world traders published by the Bureau of International Commerce and sold by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, and by Department of Commerce Field Offices for $16 a year.

A Market for U.S. Products in the Ivory Coast

A U.S. DEPARTMENT OF COMMERCE PUBLICATION

U.S. DEPARTMENT OF COMMERCE
John T. Connor
Secretary

Alexander B. Trowbridge
Assistant Secretary for Domestic
and International Business

BUREAU OF INTERNATIONAL COMMERCE
Lawrence A. Fox
Director

For sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402
Price 65 cents

By

G. Michael Bache

Bureau of International Commerce

U.S. Department of Commerce

This market study was prepared under the direction of Bernard Blankenheimer, director, Africa Division, Bureau of International Commerce. It is based on information gathered by Mr. Bache during his recent 3½ year tour of duty as commercial attache at the American Embassy in Abidjan, Capital of the Ivory Coast, and by the present commercial attache there, Wallace F. Holbrook, as well as on numerous official and unofficial publications and U.S. Embassy reports. Valuable assistance was given to Mr. Bache by the personnel of the Africa Division of the Bureau of International Commerce, including especially Miss Alice Bland, William Eisenberg, and William Schrage. Helpful ideas also came from the Commerce Department's market surveys on Nigeria and Liberia, prepared by Arnold Wilken and John Hokanson, respectively. Useful contributions were made by the U.S. Department of State, the Agency for International Development, and the Embassy of the Republic of Ivory Coast in Washington, D. C.

The manuscript benefited from careful review by the following officers of the American Embassy at Abidjan: Wallace F. Holbrook, commercial attache, and J. David Gelsanliter, economic officer. It could not have been completed without the wholehearted cooperation of Mr. Holbrook, Mr. Gelsanliter, Miss Etta Young, and Fode Keita, all of the Embassy staff, Abidjan.

FOREWORD

With the publication of this study, the U.S. Department of Commerce provides U.S. businessmen with the latest information on export prospects in the Republic of Ivory Coast, one of the fastest growing and most prosperous economies in Africa.

American trade with the Ivory Coast has been increasing, although U.S. exports constitute only a relatively small proportion of the Ivory Coast's total purchases abroad. Traditionally, the Ivory Coast has relied on French suppliers. Nearly $250 million worth of goods were imported by the Ivory Coast in 1964 but only 9.4 percent of those goods originated in the United States whereas 62.4 percent came from France and 4.6 percent from West Germany.

The Ivory Coast import market is growing, and all indicators point to further expansion. This report reflects the optimism of our trade specialists, and particularly of the Africa desk officers in the U.S. Department of Commerce, that opportunities resulting from aggressive American salesmanship are excellent in this widening market.

Lawrence A. Fox
Director, Bureau of International Commerce

January 1966

CONTENTS

PAGE

Foreword ... iii
Market Profile ... vii

Chapters

I. Character of the Market ... 1

II. Market for Consumer Goods ... 7
- Marketing Factors ... 7
  - Population ... 7
  - Purchasing Power ... 9
  - Buying Habits ... 10
- Consumer Requirements ... 11
  - Food Products ... 12
  - Beverages and Tobacco ... 14
  - Clothing ... 14
  - Textile Piece Goods ... 15
  - Furniture and Household Goods ... 15
  - Radios, Phonographs, and TVs ... 15
  - Cosmetics and Drugs ... 16
  - Other Consumer Items ... 17

III. Market for Producer's Goods ... 19
- Competition ... 19
- Agriculture ... 19
- Construction ... 20
- Power ... 21
- Industrial Requirements ... 22
  - Meat, Fish, and Milk ... 22
  - Grain Milling ... 22
  - Fruit Processing ... 23
  - Coffee and Cocoa ... 23
  - Beer and Soft Drinks ... 23
  - Tobacco Products and Matches ... 25
  - Textiles ... 25
  - Footwear ... 25
  - Lumber and Plywood ... 26
  - Paper, Cardboard, and Printing ... 26
  - Rubber and Rubber Products ... 26
  - Basic Industrial Chemicals ... 26
  - Fats and Oils ... 26
  - Soaps and Detergents ... 27
  - Fertilizers and Insecticides ... 27
  - Paints and Varnishes ... 27
  - Miscellaneous Chemicals and Cosmetics ... 27
  - Petroleum Products ... 27
  - Cement ... 27
  - Other Nonmetallic Mineral Products ... 27
  - Basic Metal Products ... 28
  - Miscellaneous Metal Manufactures ... 28
  - Transport Equipment ... 28
  - Electrical Apparatus and Appliances ... 28
  - Miscellaneous Plastic Products ... 29
  - Mining ... 29

PAGE

IV. Economic Development Programs 31

Development Agencies 31
Government Budgets 32
French Aid 32
American Aid 33
United Nations and Other Aid 33

V. Basic Data on Ivory Coast 35

VI. Channels of Distribution 39

Principal Centers 39
Railroad 39
Highways 40
Seaports 40
Inland Waterways 43
Air Transport 43

VII. Trade Practices 45

Importing Methods 45
Quotations and Terms 47
Credit Facilities 48
Language 50
Packing 50
Government Procurement 51

VIII. Import Regulations 53

Trade Policy 53
Import Tariffs and Taxes 53
Other Trade Regulations 54

IX. Marketing Aids 57

U. S. Government 57
Business Organizations 58
Foreign Sources 58
Trade Associations 59
Official Representation 60
Advertising 60

Appendixes

A. American Firms in the Ivory Coast 65
B. Priority Enterprises 66
C. Field Offices of U.S. Department of Commerce 67
D. Bibliography 68
E. Notes for Business Travelers 69

Tables

1. National Income, 1958 and 1960-64, Percent Change, 1958-64 71
2. Foreign Trade, 1960-64, and Percent Change, 1960-64 71
3. Principal Exports By Product, in Weight and Value, 1961-64 71
4. Exports by Destination, in Weight and Value, 1961-64 72
5. Imports from Principal Suppliers, in Weight and Value, 1961-64 72
6. Imports by Product Group, in Weight and Value, 1960-64 72
7. Imports of Food and Food Products, in Weight and Value, 1961-64 73
8. Imports of Consumer Goods other than Food, in Weight and Value, 1961-64 74
9. Imports of Domestic Electric Appliances, in Weight and Value, 1961-64 75
10. Imports of Radios, Phonographs, Tape Recorders and Phonograph Records, in Weight and Value, 1961-64 75
11. School Enrollment, 1960-64 76
12. Number of Wage Earners, by Class of Employment, 1960-64 76
13. Minimum Wages for Unskilled Laborers, 1957-65 76

Tables, continued

		Page
14.	Monthly Variation in Retail Price Index, 1962-64	77
15.	Imports of Various Food Products, in Weight and Value, 1962-64	77
16.	Meat Production, 1960-64	77
17.	Imports of Clothing and Other Textile Products, in Weight and Value, 1961-64	78
18.	Imports of Household Goods, in Weight and Value, 1961-64	78
19.	Production and Consumption of Electric Energy, 1960-64	78
20.	Imports of Cosmetics, Drugs, and Medicines, by Principal Supplying Country, 1962-64	79
21.	Imports of Photographic Equipment, Toys and Sporting Goods, in Weight and Value, 1960-63	79
22.	Imports of Petroleum Products, in Weight and Value, 1961-64	80
23.	Imports of Raw Materials, in Weight and Value, 1961-64	80
24.	Imports of Semimanufactures, in Weight and Value, 1961-64	81
25.	Imports of Capital Goods, in Weight and Value, 1961-64	82
26.	Miscellaneous Imports, in Weight and Value, 1961-64	82
27.	Area Planted to Crops and Agricultural Production, 1960-63	82
28.	Imports of Agricultural Equipment, in Units, Weight, and Value, 1962-64	83
29.	Imports of Heavy Construction Equipment, in Units, Weight and Value, 1962-64	84
30.	Building Permits Issued in Abidjan, 1961-64	84
31.	Motor Vehicles Operating in the Ivory Coast, 1960-64	84
32.	Imports of Motorcycles, 1961-64	84
33.	Industrial Production, 1960-63	84
34.	Value of Industrial Exports, 1960-63	85
35.	Wood Production, 1960-64	85
36.	Imports of Fertilizers and Insecticides, by Principal Supplying Country, 1961-64	85
37.	Consumption of Petroleum Products, 1960-64	85
38.	General Operating Budget, 1964-65	86
39.	Rail Traffic, 1960-64	86
40.	Oceangoing Ships Cleared Through Ivory Coast Ports, 1961-64	86
41.	Air Traffic Thru Abidjan and Bouaké, 1962-64	86

Maps

Location	viii
Political	3
Ethnic groups	8
Population	13
Agriculture and Mining	24
Administrative	36
Transportation	41

Charts

Per capita national income	2
America ranks second among suppliers	4
Exports have increased more than imports, 1960 to 1964	9
Ivory Coast's imports in 1964	12
Jobs in the Ivory Coast	17
Coffee is the number 1 export	20
America is the Ivory Coast's second best customer	23
Consumption of electricity	32

Photographs: Many of the photographs in this book were supplied by the Ministry of Information of the Ivory Coast Government through its Photo Information Côte D'Ivoire, Abidjan, the Ivory Coast.

Every effort was made to include the most current information available at the time this report went to press. The cutoff date for most of the material was September 1965, but important changes through December 1965 are also included.

Market Profile — Ivory Coast

Foreign Trade

Imports—$247 million in 1964; $171 million in 1963. Major suppliers: France, 62%; other European Economic Community—ECC, 10%; U.S., 9%. Principal imports: Transport equipment, textiles, metal products, machinery, electrical equipment, petroleum products; from U.S.: machinery, vehicles and parts, used clothing, rice.
Exports—$304 million in 1964; $232 million in 1963. Major markets: France, 40%; other EEC, 23%; U.S., 21%. Principal exports: Coffee, wood, cocoa, bananas, pineapples; to U.S.: coffee and cocoa.
Trade Policy—Member of West African Customs Union and associated with EEC. Preferential tariff in favor of EEC. Commercial treaty gives special privileges to France. Licensing system gradually being relaxed.
Trade Prospects—Good opportunities for increased U.S. sales of both producer's and consumer goods.

Foreign Investment

Total new private investment since 1959, about $250 million, mostly French. U.S. investments include oil refinery and marketing facilities, hotel, banks, diamond mining and tuna fisheries. Investment Guaranty Agreement with U.S. in force.
Investment Prospects—Government favors foreign investment with liberal investment code, tax incentives. Cooley loan funds ($450,000) available.

Finance

Currency—Communauté Financière Africaine—CFA franc ($1 = 245 fr CFA). Money supply: $146 million (November 1964).
Domestic Credit and Investment—Short-term loans supplied by four commercial banks, each a subsidiary of a French bank with American and other foreign stockholders. Long-term credit available from newly-established Industrial Development Bank and other public or semi-public agencies.
National Budget—1965 operating budget was $130 million. 1965 development budget was $50 million.
Foreign Aid—Major contributors: France, about $60 million since 1960; EEC, $31 million; U.S. $21 million; Germany; Israel; and United Nations.
Balance of Payments—Annual trade surplus between $30 and $40 million and heavy investment inflow result in strong payments position, more than adequate for imports.

Economy

Ivory Coast is world's third largest producer of coffee and fourth largest producer of cocoa. Gross domestic product—GDP in 1964 estimated at $870 million and per capita income at $186 with agriculture still by far the largest sector, but industry growing rapidly and expected to reach 25% by 1970.
Agriculture—Main export crops: Coffee, cocoa, bananas, pineapples. Subsistence crops: yams, plantain bananas, cassava. Government actively diversifying agriculture with $37 million oil-palm project (mostly EEC-financed) and other major programs for cotton, rice, coconuts, rubber.
Industry—Lumber, food processing, textiles, soap and other light industry. Value of 1964 industrial production, about $100 million. Oil refinery (capacity 700,000 metric tons) began production late in 1965.
Commerce—Foreign trade dominated by expatriate firms. Retail prices in Abidjan, the Capital, rose about 4% in 1964.
Forestry—Tropical hardwoods are a major resource, and there are some 60 sawmills. Exports exceed 1 million metric tons per year, but little reforestation is being done.
Development Program—Ten-year plan (1960-69) proposed public and private investment of $1.4 billion. Plan's goals now being exceeded.

Basic Economic Facilities

Transportation—375-mile railroad provides link with Upper Volta. There are 20,000 miles of roads, of which 500 are paved, 7,500 are hard-surfaced. Abidjan is major port with modern facilities, handling over 3 million metric tons of merchandise per year. Other ports are Sassandra and Tabou.
Communications—Over 10,000 telephones. International service available to Paris, France, and neighboring African states. Abidjan now has television; relays planned for the interior.
Power—1964 production, about 200 million kwh.

Natural Resources

Land—127,520 square miles. Southern half is forest; northern half, savannah.
Climate—Hot and humid. Two rainy seasons (May through mid-July and October-November) in forest region. One rainy season in north.
Minerals—Manganese, diamonds, and gold being mined. Colombo-tantalite, lithium, and bauxite believed to have commercial possibilities.
Fisheries—Rapidly expanding, with Government assistance.

People

Population—3.8 million; annual growth, 2¼%. Principal cities: Abidjan, 300,000; Bouake, 100,000.
Language—French is official language.
Education—In 1964, 350,000 pupils attended 1,900 primary and secondary schools. Literacy, 20%.
Labor—Salaried labor force (including 100,000 agricultural) estimated at 210,000. Another 120,000 migrant agricultural laborers paid in kind.

LOCATION MAP

CHAPTER I

Character of the Market

The Republic of Ivory Coast is located on the west coast of Africa between Ghana and Liberia (see location map). Formerly a French colony, it received its independence in 1960, but France has remained its principal trading partner and source of investment capital. American businessmen have shown an active and growing interest in its potentialities only since its independence.

The Ivory Coast is an important and rapidly growing market worthy of the careful attention of U.S. firms interested in profitable opportunities abroad. It is the world's third largest producer of coffee and fourth largest of cocoa. The government is pro-Western, friendly to private enterprise, and active in encouraging sound economic development.

Abidjan, the Capital and principal seaport of Ivory Coast, also serves Upper Volta, and, to a lesser extent, Mali and Niger, its neighboring countries, so that the total population of the regional market is more than 15 million persons.

The Ivory Coast economy is booming. From 1960 to 1964, gross domestic product (GDP) rose from $595 million to $870 million, an increase of 46 percent, and national income per capita increased from $137 to $186 (see table 1). Preliminary estimates for 1965 indicate GDP of about $1,130 million. These figures put Ivory Coast among the first in tropical Africa, second only to underpopulated Gabon. Nigeria, for example, has a per capita income of only $80.

Far more dramatic, however, are the developments in total foreign trade, which doubled between 1960 and 1964; industrial production, which doubled between 1960 and 1963; and electric power consumption, which rose 176 percent from 1960 to 1964.

Another indication of the basic strength of the economy—and of the fact that Ivory Coast can afford to buy U.S. products—is the consistently favorable overall balance of trade, which has recently been running at a level of about $60 million per year (see table 2). While much of this sum has, in fact, been returning to France in the form of profits and salaries of Frenchmen working in Ivory Coast, there certainly is no shortage of foreign exchange.

The source of the favorable balance of trade is, of course, the rapidly growing exports, which are listed by product in table 3 and by destination in table 4.

Except for a few tropical agricultural products and a handful of locally manufactured articles, most producer's and consumer goods are still imported in nearly direct proportion to demands of consumers, planters, and manufacturers. The correlation, therefore, between imports and total requirements is much closer than in a country with a more highly developed economy.

Total imports, valued at $247 million in 1964, have increased an average of 21.4 percent annually since 1960, including a 44.4 percent, or $75.9 million, increase in 1964. During the same period, imports from the United States rose an average of 72.7 percent a year, with a 181 percent, or $15 million, increase to $23.3 million in 1964.

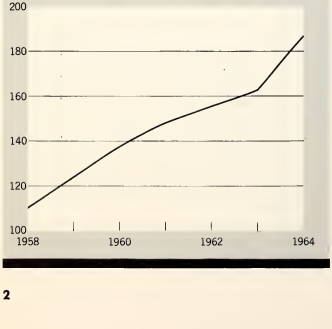
A wide variety of consumer and industrial goods is imported in moderate amounts. The broad range of items imported provides a good basis for substantial expansion of U.S. exports of products for which a sales effort is made.

The sources of imports in the past have been determined to a large degree by preferential trade arrange-

ments and traditional trade channels (see table 5). There are indications, however, that the Ivory Coast market is being opened up to suppliers other than France, so that competitive factors, such as quality, price, and speed of delivery, will play a more important role in the future than they have in the past. From France, which is still the principal supplier, came a total of 62.4 percent by value of all imports in 1964, but this figure represents a substantial drop from the 70 percent which France supplied in 1961 (67 percent in 1962 and 64 percent in 1963). Germany, the third largest supplier, provided 4.6 percent of the value of all imports in 1964. Principal commercial imports from the United States are tractors, rice, soybean oil, tallow, heavy construction equipment, electrical items, including generators, used clothing, automobile equipment, and air conditioners.

Many items bearing U.S. trademarks enter the Ivory Coast from American-owned plants in Europe or from European firms operating under license from American companies. Thus, well-known American brands of consumer goods are displayed in stores and markets and have reputations for quality. In many cases, exporters seeking to introduce new American lines in the country will find that a "Made in U.S." label or an American brand name has value in itself.

United States trade with the Ivory Coast has increased in the face of extremely keen competition from other overseas suppliers and, often, in spite of difficult market conditions. French exporters have continued to make strong efforts to maintain their traditional leadership in many lines. German, Belgian, Italian, and other European manufacturers are striving energetically to increase their sales in the country. Market acceptance of new lines is often slow because of strongly established brand preferences.



Demand for consumer goods in the Ivory Coast and neighboring countries is generated by a rural majority and an urban minority of the population. Consumer goods accounted for 51 percent of imports in 1964. There are about 250,000 Ivoirien farm families who receive an average income of $500 per family from coffee and cocoa. There are also some 210,000 educated Africans, Europeans, and Lebanese in the Ivory Coast living on a western scale. Demand for most of the higher-priced and more sophisticated consumer items exists primarily in the cities where incomes and standards of living are highest. It is in the cities, too, that the larger part of the expatriate population lives. Expatriates number only some 30,000 persons but are important in the consumer goods market, since they constitute a relatively high income group.

Producer's goods consistently occupy a prominent place among Ivory Coast purchases from abroad. Imports of producer's goods increased in value by 121.8 percent from 1960 to 1964 and accounted for 49 percent of total imports in 1964.

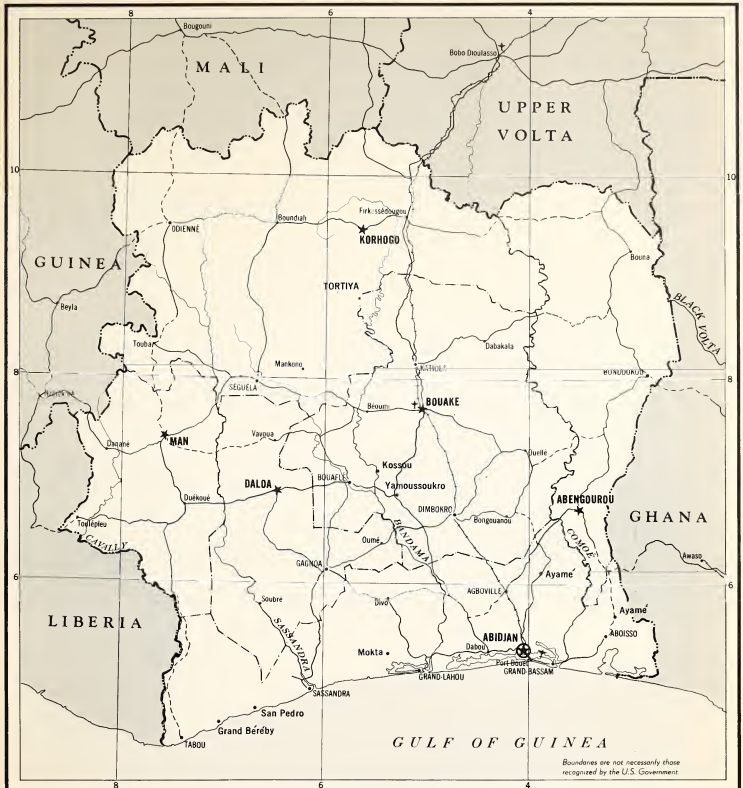
Demand for producer's goods in the Ivory Coast will be set largely by the nature of existing industry, industrial investment planned in the near future, and the large developmental expenditures to be made by the Ivory Coast Government under a 10-year plan.

One of the major goals of the 10-year plan is to diversify agricultural production and thereby reduce the Ivory Coast's dependence on coffee and cocoa with their uncertain world market prices. This plan should strengthen the already rapidly growing economy.

In view of the prosperity in the Ivory Coast, the trends of imports already established should continue (see table 6). If the efforts of the governments of Ivory Coast and United States to remove the barriers to trade are supplemented by efforts of U.S. businessmen to find markets in the Ivory Coast, there is no reason why the U.S. share of this market should not increase substantially.

One of the precursors of such an increase is already visible in the form of the growing interest of U.S. firms in investment in the country. For example, the Hotel Ivoire in Abidjan, which is the most modern and luxurious hotel in all of West Africa, is managed by Intercontinental Hotels, a subsidiary of Pan American World Airways, which also holds a small investment in the hotel. Furthermore, in May 1965, Pan American and Air Afrique inaugurated regular commercial air service between New York and Douala, Cameroon; with intermediate stops at Dakar, Senegal; Monrovia, Liberia; Abidjan, Ivory Coast; and Cotonou, Dahomey.

Other major American investments in the Ivory Coast include Socony-Mobil Oil Co., The Texas Co., and Standard Oil Co. of N.J., with participation in the new oil refinery, which began operations in the fall of 1965; six leading American banks; Van Camp



Political

IVORY COAST

— · — Departmental boundary

——— Principal roads

+++ Railroad

★ Departmental capital

– – – Selected seasonal roads

† Principal airports

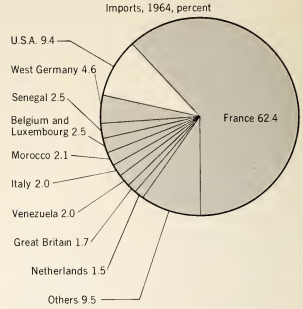
0 50 100 150 200
Miles

0 50 100 150 200
Kilometers

Sea Food of California, which is now engaged in the tuna fish freezing and storage business, but may soon put up a tuna fish cannery; Harry Winston & Co. of New York, in diamond mining; and Riegel Textiles of North Carolina, in a cloth printing plant. For a list of American companies presently established in the Ivory Coast, see Appendix A. Several other American firms are seriously considering new ventures.

The size of the Ivory Coast market, however, is not limited to the geographic borders of the Republic of Ivory Coast. Abidjan, its Capital, is the port and railhead, not only for the Ivory Coast, but for its landlocked neighbor, Upper Volta, and, to a lesser extent, for Mali and Niger. (See political map.) It is estimated that at least 7 percent of Abidjan's port traffic is transit trade to and from these economically less-developed inland countries. Many, if not most, Abidjan business firms service Upper Volta, Niger, and/or Mali as well as the Ivory Coast. Because of their common tribal traditions and languages and their common experience as former parts of French West Africa, the relations among these countries and the Ivory Coast are close. Since their total population is over 15 million, the potential market is not inconsiderable.

America ranks second as the Ivory Coast's supplier



Source: Bulletin Mensuel de Statistique, Jan. 1964 and Jan. 1965, p. 12.

SUN-DRIED: Sorting of sun-dried cocoa beans in the Ivory Coast to produce a product of even quality for the export market.

HOUPHOUET-BOIGNY BRIDGE: Highway bridge that connects Abidjan, Ivory Coast, with its suburb Treichville. Abidjan, the Capital, is booming along with the entire country.

Thus, the Ivory Coast could be a springboard to the other markets of French-speaking Africa.

A free trade area comprising the Ivory Coast, Liberia, Guinea and Sierra Leone has also been discussed, and some preliminary steps have been taken towards its establishment. While political considerations have recently slowed this development and while enormous economic obstacles result from the fact that the four countries belong to four different monetary systems, it is, nevertheless, conceivable that such a free trade zone, probably limited to locally produced goods, might be established in a few years. If so, the increased size of the market area would improve the prospects for U.S. exporters and investors.

CHAPTER II

Market for Consumer Goods

The market for consumer goods in the Ivory Coast may be defined as the demand for food products, tobacco and beverages, cloth and apparel, home furnishings and appliances, and other general merchandise normally purchased from retail establishments by individuals for their own personal or household consumption. Passenger automobiles, motorcycles, and bicycles are excluded from this definition, because they can more conveniently be treated under producer's goods along with trucks, buses, and other vehicles. Consumer goods as defined above represent about half of the Ivory Coast's imports, accounting for some $125 million out of total imports of $247 million in 1964.

Per capita imports of consumer goods were thus nearly $34 in 1964 compared with $20 in 1960. If this amount of increase were to continue, total imports of consumer goods in 1968 would approach $200 million. But even if the rate of increase were to level off somewhat, the Ivory Coast would still be a significant market for consumer goods.

Although agriculture is by far the most important economic activity in the Ivory Coast, food (including foodstuffs, beverages, and tobacco) is still a major import category, accounting for 16.6 percent of all imports in 1964, as noted in table 6.

The chief items of edible imports include rice, sugar, wheat, wine, and dairy products (see table 7). Imports of manufactured consumer goods (excluding foodstuffs and many consumer durables) comprised 33.1 percent of imports in 1964 (see table 8). They consisted primarily of textiles and apparel, housewares, and drugs and cosmetics. Imports of electric appliances and other leading consumer durable products are shown in tables 9 and 10.

MARKETING FACTORS

Population

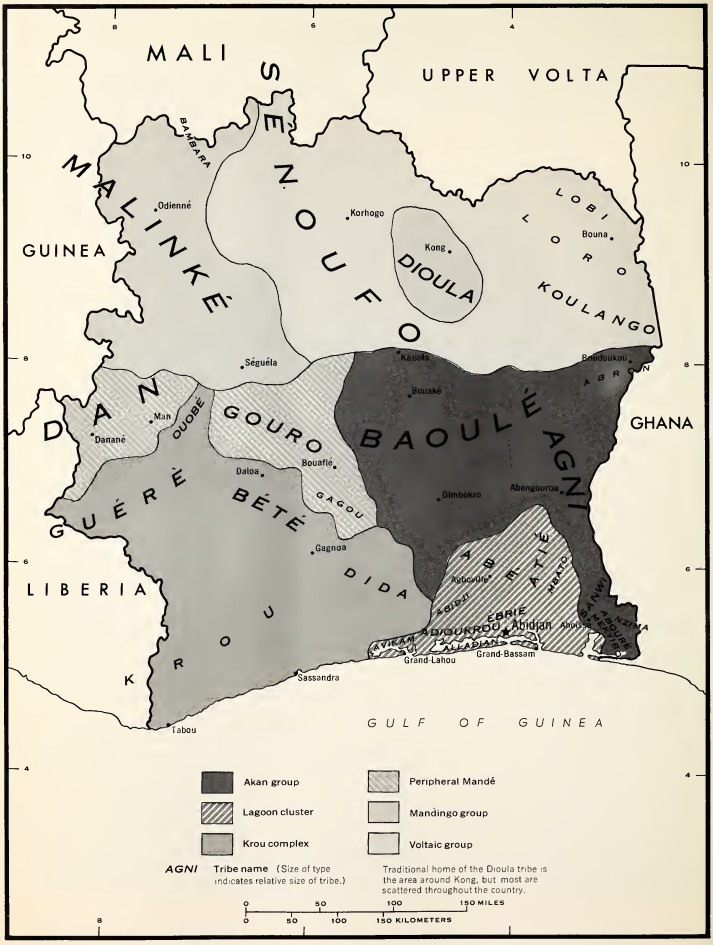
The population of the Ivory Coast was estimated at 3.8 million as of January 1, 1965, and was increasing at 2.25 percent per year. If present rates of natural increase and immigration continue, the population will exceed 4.5 million by 1973. In 1965, the number of non-Africans living in the Ivory Coast was estimated at 30,000 (25,000 French, 3,000 Lebanese, and 2,000 others). Non-Ivoirien Africans were estimated at about 1,000,000, including 500,000 Voltaics and 200,000 each from Mali and Guinea.

The Ivoirien population itself is divided into more than 60 tribes. The largest of these, the Baoulé, is located in the center of the country around the city of Bouaké and comprises about 700,000 persons. There are five other principal tribal groups, each with its own language and numerous dialects. (See ethnic groups map.) Virtually all of these tribal groups have their centers in one of the neighboring countries (Liberia, Guinea, Mali, Upper Volta, or Ghana), however, so that the ethnic make-up of the Ivory Coast is rather heterogeneous.

Youth and dependency are marked features of the Ivory Coast's population. This is particularly true of the Capital, Abidjan, most of the inhabitants of which are young persons, drawn there in the past 10 years from the villages. Some 45 percent of the population is under 15 years of age. Young persons will, therefore, continue to represent an important element of the consuming public, and cultivation of their interests and tastes could influence future sales.

Another indication of the character of the population and future trends can be obtained from recent

IVORY COAST - ETHNIC GROUPS



school enrollment. (See table 11.) The 68-percent increase in enrollment from 1960 to 1964 presages a higher educational level—and, presumably, a higher level of effective demand for consumer goods—in the decades to come.

The rural and urban population in 1958 was distributed as follows, in thousands of persons:

Rural, total	2,622
Villages under 300	826
Villages of 300 to 1,000	1,241
Villages of 1,000 to 2,000	421
Villages of 2,000 to 3,000	134
Urban, total	466
Cities of 3,000 to 5,000	77
Cities of 5,000 to 10,000	77
Cities of 10,000 to 40,000	114
Cities of 40,000 or more	198

Source: Ministère des Finances, des Affaires Economiques et du Plan, Direction de la Statistique et des Etudes Economiques et Démographiques, *Comptes Economiques de la Côte d'Ivoire*, Abidjan, 1958 and 1960, pp. 110ff. (Hereafter referred to as *Comptes Economiques de la Côte d'Ivoire.*)

The distribution of population has been affected by the movement of some rural residents to the cities in the past few years. Nevertheless, the population is still overwhelmingly rural (see population density map).

Nearly one-tenth of the population, or 350,000 persons, live in Abidjan and its principal suburbs of Treichville and Adjamé. Another 100,000 live in Bouaké. Salaried employment from 1960 to 1964 is shown in table 12 and totals about 210,000. In addition, 120,000 agricultural laborers are paid in kind.

While this market study is devoted primarily to the Ivory Coast, the market served by Abidjan includes Upper Volta and Mali, which have populations of 4.5 million each, and Niger with 3.2 million. Thus, the total population of the four countries is 16 million.

The rural market is very substantial for the so-called trading goods, e.g., sugar, salt, textiles, flour, matches, and pots and pans. Even assuming that half the population of Niger and Mali receives its imports from ports other than Abidjan, the remainder of Malians and Nigerians plus the Voltaics and the Ivoiriens from the northern half of the country constitute a market of some ten million people. If their income is only $50 a year each, 10 million persons can still mean an important market for the right product. Income among these agricultural producers, especially those in the Ivory Coast, has risen and should continue to rise, albeit at a less striking rate than that for urban workers.

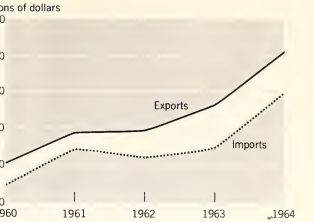
Purchasing Power

The consumer market of the Ivory Coast is sharply divided into two distinct elements—the luxury market and the mass market.

The luxury market consists of the 30,000 non-Africans and the 180,000 elite urban Africans who live, more or less, at the same level as the non-Africans.

The mass market is made up of the other 3,600,000 Africans, mostly rural, whose living standards are considerably lower, but who do, nevertheless, purchase considerable quantities of imported merchandise. Within the mass market, there are some 250,000 African families in the southern and central part of the country who are coffee and cocoa planters. They stand out above the rest because of the more than $500 per family which they receive annually from their cash crops. Income per family in the north, on the other hand, is estimated at $140 per year.

Exports have increased more than imports, 1960 to 1964



Source: Ministère des Finances, des Affaires Economiques et du Plan, Direction de la Statistique et des Etudes Economiques et Démographiques, Bulletin Mensuel de Statistiques, Abidjan, Ivory Coast, January 1963 and January 1965. (Hereafter referred to as Bulletin Mensuel de Statistiques.)

The average annual income of African families in Abidjan is estimated at $850, or just over $70 per month. This average includes, of course, some elements from both the luxury and mass markets.

Thus, the greatest concentrations of purchasing power will be found in the urban areas and in the southern part of the country where commercialized agriculture and forestry have made the greatest progress.

The average per capita income in 1964 was estimated at $186 in the Ivory Coast, $50 for both Upper Volta and Niger, and less than $70 in Mali. It is higher in the Ivory Coast than in any other country of tropical Africa except Gabon.

Another indicator of purchasing power is the level of wages. Wages of unskilled labor in the Ivory Coast were 55 percent higher than those in Nigeria while those of other workers were 40 percent higher. Minimum legal wages in the Ivory Coast were raised on November 1, 1963, by 6 percent to the levels shown in table 13. It will be seen from the table that an unskilled laborer in Abidjan must be paid a minimum of 42.4 fr (17.3 cents) per hour, but since the cost of required fringe benefits amounts to 30.5 percent, the value of this wage is really 22.6 cents per hour. While

not a living wage by U.S. standards, it is high for Africa.

In practice, average wages in Abidjan range from $30 to $40 per month for unskilled laborers and $40 to $80 for semiskilled workers. Skilled labor earns from $50 to $500 per month and is scarce. All of these rates are slightly lower outside of Abidjan and vicinity.

In conclusion, with regard to purchasing power, it may be said that the number of low- and middle-income consumers appears to be rising, along with increases in wages and noticeable improvements in living standards.

Buying Habits

Expenditure patterns vary widely in the Ivory Coast between urban and rural populations and between income groups within these two populations. Extremes in standards of living are presented on the one hand by the high-income urban groups with consumption patterns very similar to those of Americans and, on the other hand, by subsistence farmers in remote areas who may have only occasional contact with the money economy.

Perhaps the most obvious trend among African consumers, however, is the increasing adoption of European and American tastes and standards of living. Western goods are, in effect, taken as being synonymous with a higher standard of living and are sought by Africans no less avidly than by consumers elsewhere in the world. Consumption patterns are modeled most closely after European and American standards in the larger cities and towns which are the seats of government and the centers of trade and industry.

The tendency to adopt Western standards of living is observable, however, to some degree wherever the money economy has penetrated. Bicycles, patent medicines, radios, detergents and scouring powder, Western clothing, cosmetics, and even corn flakes are a part of the everyday life of a wide and increasing segment of the population. Many employees in private business and in government with reasonable prospects for increasing incomes in future years aspire to such material acquisition as television sets and automobiles. These aspirations are by no means totally unrealistic; a considerable number of higher income Ivoiriens already possess these items as well as a wide range of other articles, including refrigerators, gas and electric ranges, radio-phonograph combinations, air conditioners, and motorcycles.

The most effective label on an item to be sold in West Africa is one which is already widely recognized in European or American markets. In most cases, therefore, little is to be gained by designing new package markings especially for the purpose of appealing to the African customer. In fact, when the packaging of an item already being sold in the country is to be changed in any way, the new package, if at all possible, should first be displayed in the larger retail outlets where the expatriate and high-income Ivoirien population does its shopping. The new package should be advertised enough to assure the consumer that only the package and not the product has been altered. Where the item has been enjoying good sales in the Ivory Coast, such changes should be made only after careful consideration and consultation with local marketing specialists to ensure that adverse effects on sales are not encountered.

If a product, such as a refrigerator or air conditioner, is designed to meet particular African conditions, every effort should be made to present it as of high quality and as having been produced to satisfy those specific African needs.

The Ivoirien has a very sharp appreciation of the value of money and is a very discriminating shopper. He considers price carefully and is extremely conscious of quality—especially in articles with which he is familiar. Products of demonstrably high quality, products with established reputations for quality, or products which are valued for some particular feature sell consistently better and at higher prices than merchandise of either actual or reputed inferior quality. Ivoirien consumers will ordinarily purchase the highest quality article possible within their means, businessmen report.

Buying for prestige value is prevalent in articles for personal consumption and sometimes occurs in items for business use. A firm distributing office equipment, for example, has stated that when one shop on a street buys a piece of equipment from the company, all similar shops on that street will almost certainly make similar purchases within a short time.

The Ivoirien's valuation of any particular product's features may often differ widely from that of the consumer in the United States or Europe. Generally, this is now marked with increasing distance from the relatively sophisticated high-income urban market. In many of the villages of Upper Volta and the northern part of the Ivory Coast, for instance, wooden matches —a standard trading item all over the country—will not sell unless the sticks are dyed red. These matchsticks are believed to burn better than those of natural-color wood.

Other examples of consumer idiosyncracies in Ivory Coast are numerous. In many cases, the manufacturer cannot possibly anticipate these factors without a close, firsthand look at the market where his products will be sold. A trip to Ivory Coast and discussion with persons having extensive experience in the area might well save the prospective American exporter from costly errors in packaging, pricing, distribution, and advertising.

TREICHVILLE MARKET: A variety of goods, including clothing as well as fresh fruit and vegetables and meat are sold at this two-story, open-air, municipal market built in 1963 in Treichville, a suburb of Abidjan, the Ivory Coast.

Close attention should be given to the size of the container and the type of packaging material in which the item will be sold. Many products are sold at the retail level in very small quantities, and, for types of goods where this factor is relevant, manufacturers may well find it advantageous to package accordingly. Containers usually have value in West Africa aside from their contents—they are used to store food in the home and for a variety of other purposes—so that reusable containers, of glass, metal, or plastic are generally preferable to paper cartons or cellophane bags.

Consumers in the Ivory Coast are susceptible to sales presentations that stress eye appeal, styling, status, beautification, utility, and economy. For those who can afford it and even for those who sacrifice in order to acquire it, foreign brand consumer merchandise is highly prized, especially if it is an American brand. In fact, brand consciousness is noticeable among all walks of life.

Seventy years of French influence have served to enhance the desirability of owning and using Western products, while retaining some of the attributes of African living. Thus, an effective sales approach, as far as consumer goods are concerned, should be designed to appeal to a blend of Western and African tastes.

American products bearing labels in French should clearly convey the fact that the product is made in the United States. Otherwise, the product may be confused with a local manufacture and sell at a reduced price. In many cases, labels in French can and should be added in Abidjan.

In general, except in the few cases where African customs, beliefs, and predilections dictate otherwise, a sales presentation geared for the U.S. market is suitable for the Ivory Coast. Among the more significant local sensitivities, color is particularly important. Bright colors should be used. Because of the widespread illiteracy, clearly identifiable nonverbal symbols, e.g., animals, flowers, are particularly useful identifying products and brands.

In order to protect against the possibility of offending Ivory Coast customers, the supplier should seek the advice of his local representative wherever possible and treat sympathetically suggestions on color, design, packaging, and labeling.

CONSUMER REQUIREMENTS

The expenditures of African households in Abidjan were surveyed by the Direction de la Statistique et des Etudes Economiques de Démographiques—Office of Statistics in 1960 and 1961. As a result, a retail price index was developed, which was weighted in

accordance with the findings of the survey. (See table 14.) More than half of cash expenditures of the African households were devoted to food. Needless to say, the expenditure pattern of the rural population is quite different.

Food Products

Although primarily an agricultural nation, the Ivory Coast imports many foods. The two major imported commodities, by value, are rice and sugar. Imports of both have tended to increase in recent years with increases in demand and failure of domestic rice production to keep pace with this demand. Domestic sugar production is virtually nonexistent. Programs aimed at making the country self-sufficient in rice by about 1970 and in sugar by about 1975 are being given high priority by the Ivory Coast Government.

The Government of the Republic of China (Formosa) is providing technical assistance in rice production, and there are now more than 100 Chinese rice experts working in Ivory Coast. These programs, if successful, will eventually eliminate import of these products. Nevertheless, in the interim, these two commodities constitute significant markets, and U.S. rice, both commercially and under the Food for Peace program, is filling an important part of this demand.

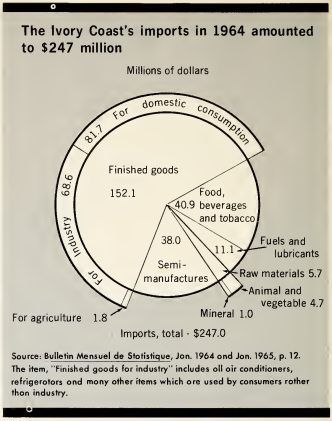
Cereal preparations may be divided into three categories: flour, noodles, and baked goods. Ivory Coast imports of these three categories are shown in table 15, and consumption is substantial and growing rapidly.

Although the bulk of Ivory Coast wheat flour needs is now met by the local flour mill, there will always be some demand for imported wheat flour of various special types.

Noodles are rapidly becoming popular with urban Africans who can afford something better than cassava and plantain. While local manufacture of noodles is projected, it will probably be some years before this takes place. Furthermore, even if local production replaces some imports, there will still be a market for high-quality and specialized noodles of various types which the local factory cannot produce.

While bread is baked locally, other baked goods, including 5-gram "bush biscuits," are a traditional import for the rural mass market as well as the urban market. Consumption of these biscuits is estimated at 600 metric tons[1] in 1965 and 1,200 tons in 1970.

Meat consumption per capita in the Ivory Coast is relatively low. The northern half of the country is climatically fairly well suited to livestock production and efforts are being made by the Government to encourage this activity, but this is of necessity a very long-range program, since the farmers would have to



Source: Bulletin Mensuel de Statistique, Jan. 1964 and Jan. 1965, p. 12. The item, "Finished goods for industry" includes all air conditioners, refrigerators and many other items which are used by consumers rather than industry.

revolutionize their habits. Meanwhile, live animals on the hoof are imported from Upper Volta and Mali and some fresh and frozen meat is flown in from Bamako.

In addition to this meat for the mass market, (see table 16) substantial quantities of fresh and frozen meat are imported for the Europeans and the wealthier Africans living in Abidjan and other cities. Quantity and value of these imports are shown in table 15. More than one-half (261 out of 500 tons in 1963) of these imports were of beef; 254 tons of that beef came from France. Knowledgeable sources in Abidjan have stated that French beef is much more expensive than American beef and much less uniform in quality. This would seem to be an especially promising market if American beef exporters would only go after it.

While fish is already an important element in the diet, the Ivory Coast Government is undertaking an ambitious program to increase fish production. The people near the coast eat fresh fish, while those in the north eat salted fish from the Niger River in Mali (which does not appear in import statistics) and canned sardines from Morocco. In general, local sources seem sufficient to meet most demands for fish and fish products.

Flour, canned meats and fish, tomato sauce, bouillon cubes, milk (canned, dried, or reconstituted), cookies, crackers and similar products are used as supplements to the traditional African diet of yams, plantains, cassava (manioc), corn, fish, and limited amounts of locally butchered meat and poultry.

[1] The term "ton," as used in this report, means the metric ton of 2,204.6 pounds.

Boundaries are not necessarily those recognized by the U.S. Government.

Population Density

IVORY COAST

No. of inhabitants per sq. km.

- Less than 5
- 5 to 10
- 10 to 15
- 15 to 20
- More than 20

0 50 100 150 200 Miles

0 50 100 150 200 Kilometers

It appears that the processed foods listed above, as well as canned fruits, canned vegetables, canned soups, cake mixes, etc., constitute market opportunities which are being missed by American exporters. American products in these categories sell well in other West African countries, such as Nigeria and Liberia, and ought to be marketable in the growing Ivorien market if a sufficient sales effort is made. While the United States suffers from tariff discrimination, the amount is only 5 percent in most instances, which should not be an insuperable obstacle (see Chapter VIII).

Frozen foods are sold in Abidjan, although their potential is somewhat limited, because relatively few homes are equipped with refrigerators.

Small quantities are typical of food packaging in West Africa. Consumers tend to purchase food for immediate needs rather than to keep stock in the home.

Beverages and Tobacco

Beer is by far the most popular European-type alcoholic beverage in the Ivory Coast, and there are two breweries in Abidjan. Nevertheless, imports are significant. French and North African wines appear well entrenched, as do European hard liquors, particularly certain brands of gin and scotch, but strong promotional efforts by U.S. firms might be able to overcome at least part of this lead. The lighter flavor of American whisky, for example, might have substantial local appeal. Several soft-drink bottling plants are in operation in the Ivory Coast, fully meeting local demand.

A large part of the Ivoirien market for cigarettes is also being met by local production, from factories in Abidjan and Bouaké. Prices are below those of imported cigarettes, but there is still some demand for imports among the middle- and high-income population, and the United States is already an important participant in the market. There is also considerable rural demand for "black-fat" tobacco for which the United States is a source.

Clothing

Clothing and textiles are the next largest category of consumer goods imports and offer especially interesting prospects for U.S. exporters. Much of the de-

BANANAS ON TOP: Bananas top pineapples as an export crop of the Ivory Coast. The Standard Fruit Co., New Orleans, Louisiana, is cooperating with the Ivory Coast banana growers' cooperative in improving the packaging of fresh bananas for export.

mand, as can be seen from table 8, is for cotton piece goods. The market for readymade clothing has alos grown rapidly, but part of it is now being met by local manufacture.

The Ivoirien market for readymade clothing is divided sharply into an urban market for high-quality garments and a mass market, both urban and rural, for inexpensive goods. The mass market is still supplied in large part by imports of second-hand articles. In this market, price is ordinarily a decisive consideration, although there is a high degree of quality consciousness.

With Western clothing being worn by a gradually widening segment of the population, the new clothing market holds considerable promise of future growth (see Table 17). In Government and business circles in Abidjan, suits are the usual dress; one seldom meets traditional attire except in smaller retail outlets. Moderately priced men's suits, shirts, and sportswear are in steady demand. Wash-and-wear styles in newer fabrics appear to have very good prospects. As in other parts of West Africa, children's wear is in brisk demand. Most school-age children are dressed in modern styles, even though their parents may wear traditional clothing. The market for clothing accessories should not be ignored. While a few clothing specialty shops have been established in recent years, most clothing is still distributed by general merchants.

Textile Piece Goods

The size of the market for cotton piece goods is almost four times that for readymade garments. The textile market is extremely complex and sensitive with regard to changing preferences in patterns and shades. The brightly colored cotton prints for the traditional robes and dresses of the Ivoiriens are imported mainly from France, the United Kingdom, and the Netherlands. Nigeria and Liberia now import significant amounts of cotton textiles from the United States, however, and there is no reason why the Ivory Coast could not do so. Imports of discontinuous synthetic fabrics are also considerable. Ivoirien textile imports can, of course, be expected to decrease as local production increases, but any serious decline appears to be a long way off. Imports of rugs, blankets, linens, etc., are shown in table 18. All of these markets, while small, are growing rapidly.

Furniture and Household Goods

One of the most promising markets is that for household furnishings and appliances. Housing standards have risen in urban areas. Salaried employees in the middle- and upper-income brackets purchase a wide range of amenities for the home.

Even rural families often purchase simple, basic items of furniture, such as beds, tables, and chairs, as soon as they become financially able, acquiring more elaborate furniture and fixtures as they move up the economic ladder. Requirements for furniture are met by both domestic production and imports, the domestic items filling a significant part of the furniture needs of the lowest economic classes, with a larger percentage of imported furniture being used by the higher income groups. Recent furniture imports are shown in table 18. Furniture designed so that it can be imported in dismantled form and assembled at the point of destination, thus reducing shipping and packing costs, as well as damage in transit, would seem to offer good market prospects.

Recent expansion of electric power production (see table 19) and reduction of rates in many centers outside of Abidjan and Bouaké should have a beneficial effect on the demand for consumer durables, such as household refrigerators, stoves, air conditioners, and other sophisticated appliances. Recent imports of domestic appliances are shown in table 9. Electric appliances (220 volt, 50 cycle) and gas appliances supplied by bottled gas already enjoy a good market in urban areas. Prestige is often attached to ownership of these appliances.

Because of the Ivory Coast's climate, air conditioning and refrigeration equipment are particularly desirable. In fact, large American refrigerators should be preferable to small European ones, because of the tropical climate and the need to keep virtually all foods under refrigeration. Small appliances, such as irons and toasters, sell steadily at a good volume; moderately priced American products could probably compete. With the completion of the oil refinery in the fall of 1965, a plentiful supply of liquid petroleum gas has become available in the Abidjan area. The market for gas-fueled air conditioners might therefore be worth studying at this time, along with that for other gas appliances.

There is still a mass market for kerosene appliances of all sorts. Villagers in even the most remote areas are likely to possess kerosene lanterns, cook stoves, and irons of rather poor quality. There should be some demand for more attractively styled, better-built items in this field.

Radios, Phonographs, and TVs

If recent trends continue, radios and record players will command a good market. Some 10,000 radios, particularly transistor types with shortwave bands, are imported every year despite the establishment in 1961 of a local assembly plant with an annual capacity of 10,000 sets a year. Phonographs are also very popular and portable or table models are the best sellers. American jazz records are eagerly sought.

RURAL SCHOOL: Ivory Coast children laugh and play during their recess.

Television sales are severely limited by the high cost of the sets, but the installation of three new relay transmitters should stimulate increased sales. If American sets adapted to French standards could compete with locally assembled sets, there would be a small, but growing, market for them.

Cosmetics and Drugs

Virtually all types of cosmetics and medicinal preparations enjoy a strong market in the Ivory Coast. Department stores and pharmacies in the cities have attractive assortments of products for sale, but even the smallest marketplace in the most remote village will also have a variety of these goods ranging from perfume to tonics and cough medicine.

Sales of cosmetics have risen sharply in recent years and competition has intensified accordingly. (See table 20). Continued rapid growth is anticipated as increasing numbers of women are employed in stores and offices. The U.S. enjoys a special advantage in this field over its European competitors, because of its long experience with cosmetics designed especially for Negroes, such as hair straighteners, facial creams, etc. Yet little has been done so far to exploit this advantage in the Ivory Coast. Toilet soaps, hair preparations, petroleum jelly, skin creams, face powder, and talcum powder are perhaps the leading sellers at present. But other cosmetic products also have considerable potential.

Because of dietary deficiencies, nutritional products account for a very large proportion of the drug items sold in the Ivory Coast. While children and expectant mothers constitute the largest market for vitamins, minerals, and other dietary supplements, other customers are also present. In the past, no pharmaceutical products were permitted to enter the country without the approval of French drug authorities, but a new law regulating imports of pharma-

ceutical products was passed by the Ivory Coast National Assembly in the fall of 1965, opening the market to non-French products on an equal basis.

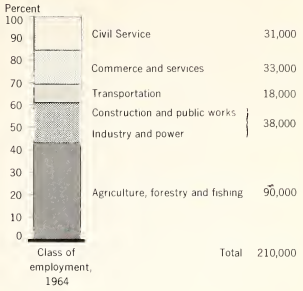
As with other consumer products for the mass market, packaging in very small quantities is an important feature.

Other Consumer Items

Soaps and detergents of all kinds sell well in the consumer market. Soap has been manufactured locally since 1930, and a detergent factory began production in Abidjan in 1964. Nevertheless, there remains a market for imported goods in these categories, most of which are now produced in European plants of internationally known firms.

Imports of cameras and photographic supplies and equipment are progressing steadily (see table 21) and might represent openings for certain American goods. Games and toys are also a significant market. Retail prices of games and toys in Abidjan are particularly high, making American competition relatively easy. Importation of guns and ammunition for hunting appear to be declining, but are still sufficiently large to be worth investigation by American suppliers.

Almost half the jobs in the Ivory Coast are in agriculture, forestry and fishing



CHAPTER III

Market for Producer's Goods

In Africa, producer's goods are taken to mean the demand for petroleum products, raw materials, semimanufactures, capital goods, and miscellaneous imports which are used by agriculture and industry in the production of goods for the domestic economy and for export. Passenger automobiles, motorcycles, and bicycles are also included even though some of them should, strictly speaking, be treated as consumer durables. Producer's goods, as defined here, now represent just under half of the Ivory Coast's imports, accounting for some $122 million (out of total imports of $247 million) in 1964. This compares with only $55 million (out of total imports of $121 million) in 1960. Thus, in 4 years, imports of producer's goods not only more than doubled—along with all imports—but increased from 45 percent to 49 percent of total imports.

Fuels and lubricants (primarily petroleum products) are essential in the Ivory Coast for the production of thermal electric power and for road and rail transport. Imports of fuels and lubricants accounted for 4.5 percent by value of total imports in 1964 (see table 22).

Raw materials for industry comprised only 2.3 percent of imports in 1964, but are rapidly growing in importance. Major items include vegetable oil and tallow for the soap industry, salt, and sisal (see table 23).

Semimanufactures amounted to 15.3 percent of 1964 imports. They consist primarily of building materials (especially cement and structural steel), but also include chemicals, fertilizer and certain paper products (see table 24).

Capital goods accounted for 28.2 percent of total imports in 1964. Principal categories are machinery and equipment, electric generating equipment, automobiles, and trucks and other transport equipment (see table 25).

Miscellaneous imports comprised 4.1 percent of 1964 imports. They included burlap bags (for coffee and cocoa), ceramics and glassware, precision instruments, and paints and varnishes (see table 26).

With the favorable outlook for continued growth of private investments on the one hand and with the very large public investments programed under the Ten-Year Plan on the other, the market for producer's goods should maintain its upward trend.

MARKETING FACTORS

Competition

While the overall picture for the producer's goods market is strong, vigorous sales efforts will be required to increase the U. S. share. American technical equipment, of course, is widely known for its high quality and durability, but its delivered price often exceeds that of the foreign competitive products. Consequently, sales of this American equipment and material may not increase except by active selling on the part of the manufacturers. A firm seeking to enter this field will need effective distribution, servicing, and sales promotion in the country.

This is a competitive market. French as well as German, British, and other European firms and export associations have technical and sales personnel permanently assigned in the Ivory Coast to ensure that proper personal contacts are made, that equipment is correctly installed, and that after-sales servicing is adequate. Firms attempting to enter the capital equipment market have adopted aggressive and

sometimes unconventional marketing and financing techniques.

The present position of French and other European machine manufacturers is strengthened by several factors. First of all, most of the industrial and construction equipment in the Ivory Coast prior to independence was brought in by the French and was of French manufacture. Another factor is that almost all Ivoiriens in technical and managerial positions have received their training and education in France; they are familiar with French equipment and materials and are prone to specify these items for the jobs or operations with which they are concerned. In addition, French standards are used for all physical specifications. Equipment and materials, to be usable in the Ivory Coast, must in most cases conform to these standards, which differ significantly from those in the United States. Still another factor is that the major part of the privately financed industrial development in the Ivory Coast today is being undertaken by French and European investors who are likely to equip the new plants with machinery from their home countries.

The position of French machine manufacturers in the Ivory Coast market, however, is changing gradually. For example, a few Ivoirien engineers and other professional persons are now receiving advanced training in the United States under the participant training programs of the AID or under private auspices. They are learning about new American processes, equipment, and materials, some of which they will certainly find suitable for use in the Ivory Coast. In addition, American investors are taking an increasing part in the development of industry in the Ivory Coast, so that the range of U.S. manufacturing and processing equipment installed in the country is widening.

In general, the market for very specialized industrial and processing equipment is not large. The manufacturing sector is expanding very rapidly, however, and sales opportunities are increasing for such specialized lines as lumber milling, furniture manufacturing, food processing, and clothing manufacture.

Greatest opportunities, however, aside from agricultural and land-clearing equipment, appear to lie in the market for general industrial machinery; for example, electric motors, grinders and polishers, materials handling equipment, air compressors, general metalworking and woodworking machinery and handtools. Machinery of this sort is used in practically all types of shops and factories and will be needed increasingly as existing industry modernizes and expands and as new plants are established.

Demand is also strong for replacement machinery in plants already operating. The usable life of tools and machinery in the Ivory Coast is reported by plant managers to be considerably shorter than in many other parts of the world. Equipment tends to deteriorate under the hot, humid, conditions that prevail in most of the country unless special maintenance measures are taken. Tools and machinery receive hard usage in many factories.

A very liberal investment code was enacted in 1959, which provides for priority status for industries that will benefit the economy. Enterprises which receive priority status obtain many tax advantages, including exemption from import duties on machinery and imported raw materials, for periods of 5 to 25 years. These provisions make priority enterprises especially promising prospects for U.S. exports, because they are not subject to the preferential tariffs which would otherwise place U.S. goods at a price disadvantage vis-à-vis EEC goods. A list of priority enterprises, now numbering 45, is given in appendix B.

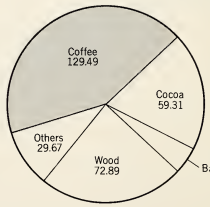
The principal determinants of the present and future market for producer's goods in the Ivory Coast are: (1) the structure of private industry in the country at present and the lines along which industrial development is taking place most rapidly; and (2) agricultural, construction, and development projects being carried out by the Government under the Ten-Year Plan.

Agriculture

The Republic of Ivory Coast has, for some years, been Africa's largest—and the world's third largest—producer of coffee. It is also the world's fourth largest producer of cocoa. The economy of the Ivory Coast is, therefore, heavily influenced by the fluctuat-

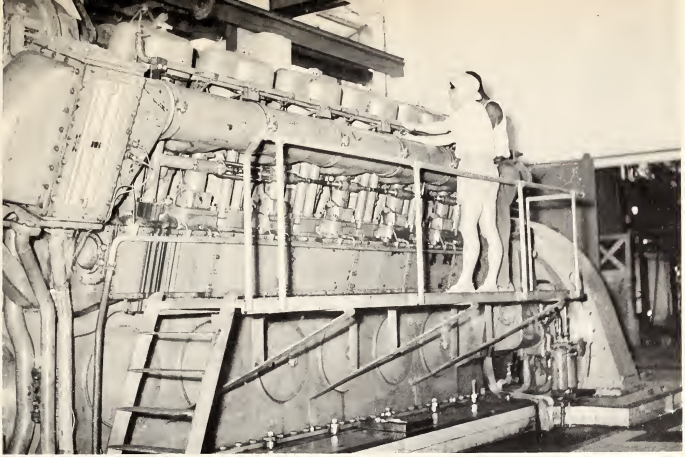
Coffee is the number 1 export

Exports - 1964 (Millions of dollars)



Total 304.09

Source: Bulletin Mensuel de Statistique, Jan. 1965, p. 10.



PRINCIPAL IMPORT: Capital goods are an essential item among the purchases in the Ivory Coast. Generating equipment for this powerplant in Abidjan was imported.

ing world prices of these two commodities, but dependence on coffee and cocoa is decreasing because of the enormous and successful government effort to diversify agricultural production and to industrialize.

While coffee, cocoa, bananas, and pineapples still dominate Ivoirien agriculture, some of the new crops being developed are palm oil, rice, cotton, rubber, corn, and sugar. Agricultural production in recent years is shown in table 27. The value of export crops is shown in table 3.

Ambitious projects have been designed—and are being carried out—for expansion of certain phases of agricultural production. These projects will result in a significant demand for land-clearing and agricultural machinery. Recent imports of agricultural equipment and machinery are shown in table 28. They are not any real indication of future demand, however, since some of the biggest projects are just now getting underway. In fact, of all the product groups mentioned in this market survey, agricultural equipment and land-clearing machinery are probably the most promising as U.S. exports.

Construction

Another products group which cuts across agricultural and industrial lines is construction equipment and building materials.

The market for building and construction equipment and materials also is strong and growing stronger (see table 29). The pace of building has been rapid in recent years with new offices, plants, and homes springing up in the principal governmental and commercial centers. Steadily increasing needs for housing in urban areas, new manufacturing industries, and publicly financed building and construction projects called for in the development plan indicate that the high level of construction activity will continue. It was estimated,[1] for instance, in connection with the plan that out of total public and private capital expenditures of nearly $1.4 billion, construction costs from 1960 to 1969 would amount to $800 million. Among larger projects proposed for the next few years are the Bandama Dam and a multimillion dollar port at San Pedro (between Sassandra and Tabou). Work on the port began in 1965.

Private construction has increased steadily (see table 30). There thas been a considerable increase in the number of small African building contractors, some of whose activities are not recorded in the statistics. If imports of cement are used as a basis (see table 24), the increase is much more apparent.

[1] Ministère des Finances, des Affaires Economiques et du Plan, *Perspectives Décennales de Développement Economique et Social*, Abidjan, Ivory Coast, December, 1962.

Most of the sanitary and kitchen plumbing and fixtures, electrical switches and outlet boxes, plastic or aluminum conduit for household wiring, and plastic and rubber composition floor tile on the Ivoirien market are of French or other European manufacture and, by American standards, are poorly styled and not especially well built. Plumbing and electrical items, of course, must conform to French specifications to be marketable. If American firms were to take more of an interest in construction and engineering in the Ivory Coast, as they do in Nigeria, it would follow that the markets for these products would improve.

Electric current in the Ivory Coast is 220-volt, 50 cycle alternating current.

Power

Electric power production and consumption are indicated in table 19. The striking feature of these statistics is the fact that they have increased at a compound rate of more than 30 percent per year.

In June 1965, the second of two turbines at the Ayamé II dam was put into operation, thus bringing Abidjan's installed capacity to about 85,000 kw.-hr. of which 50,000 kw.-hr. is hydroelectric (Ayamé I and II), and the remainder is thermal.

Despite this major installation and numerous thermal power plants throughout the country, including 6,000 kw.-hr. at Bouaké, electric power production will soon be insufficient for the rapidly growing economy. For this reason, plans have been made to build a large dam at Kossou on the White Bandama River (near Bouaflé). A proposal for a dam with a 138,000 kw.-hr. generating plant, costing about $70 million, is presently being studied by the International Bank for Reconstruction and Development—the World Bank. Associated projects for irrigation, transportation, and industry would bring the capital cost of the dam complex up to about $150 million.

In addition to generating and transmission equipment for this major project, there is steady demand for thermal power generating equipment. Such equipment, which has thus far been concentrated in the two major cities—Abidjan and Bouaké—will inevitably be needed in increasing quantities for municipal power supplies in the other cities and towns. There is also a growing demand for smaller generators for plantations, isolated sawmills, and numerous other applications.

INDUSTRIAL REQUIREMENTS

The value of industrial production in the Ivory Coast (see table 33) doubled from $47.4 million in 1960 to $95.1 million in 1963; 1964 production undoubtedly showed a further increase although accurate figures are not yet in. Even in 1963, industrial production accounted for 12 percent of GDP. Limited almost entirely to processing of some agricultural and forestry products for export a few years ago, the country's manufacturing and processing sector now provides a widening range of goods for the domestic market. In fact, some 25 percent of industrial production now goes to the export market (see table 34). There seems little doubt that industrial development will move steadily ahead with the growth of market opportunities in the Ivory Coast's steadily expanding economy.

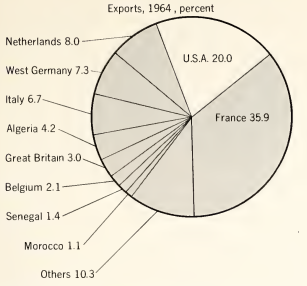
The market for industrial equipment and machinery depends, of course, on the manufacturing enterprises already operating and to be established. Most rapid growth in recent years has been observed in industries aimed at transforming agricultural products and supplying basic domestic needs, such as manufacturing and processing of textiles, footwear, food products and beverages, building materials, furniture, and household and kitchen utensils. Much of the industrialization in the near future will consist of a filling out process as existing plants are expanded and new factories are established in these same basic lines. Growth can also be expected in a broader range of light manufacturing as well as in ancillary and service industries, such as fabrication of containers and packaging materials, and in the assembly and repair of industrial motors and transportation equipment.

Meat, Fish, and Milk

A slaughterhouse in Abidjan produces meat of low quality; most of the cattle is brought in on the hoof from Mali, Niger, Upper Volta and the northern part of the Ivory Coast. Official statistics concerning meat production are shown in table 16. The Government is encouraging improved livestock breeding in the northern half of the country for which it is well suited climatically; eventually, a meat industry could develop there but now appears a long way off. Meanwhile, modern slaughterhouses are being built in neighboring countries to the north, which should lead to demand for refrigerated trucks and railroad cars to bring the meat to Abidjan and Bouaké for distribution.

The fishing industry is growing rapidly. Local fishermen using pirogues (small, open boats, somewhat similar to dugout canoes) catch some 16,000 tons of fresh fish per year. The Ivory Coast also has an industrial fishing fleet, which consisted in 1965 of 31 trawlers, 35 seiners, and 4 tuna vessels. This fleet produced some 38,000 tons of fresh fish in 1964 (up from 25,000 tons in 1962). An additional 6,500 tons of frozen tuna was transshipped in 1964 from Abidjan to canneries in Europe and Puerto Rico.

America is the Ivory Coast's second best customer



Source: Bulletin Mensuel de Statistique, Jan. 1964 and Jan. 1965, p. 9. Chambre de Commerce de la Republique de Cote d'Ivoire, Bulletin Mensuel, June 1965, Abidjan, Ivory Coast, 1965.
(Hereafter referred to as Bulletin Mensuel, Chambre de Commerce.)

There are already two small tuna fish canneries, but when the new fishing port facilities are completed, a large cannery will be built, hopefully with American participation. The U.S. aid program has furnished the Ivory Coast Government with a fisheries training ship which will introduce Ivoirien fishermen to some American equipment. This exposure should be followed up with aggressive sales measures in order to introduce more American fishing gear to the Ivoirien fishing industry. When the cold storage plant and other features of the new fishing port are in full operation, additional opportunities will arise for the sale of American refrigerated trucks and related equipment to be used in distributing the increased catches to points inland.

There is a well-established poultry grower's cooperative, Cooperative avicole de Cote-d'Ivoire COPRAVI, which has developed high quality poultry and egg production in the vicinity of Abidjan. These growers are interested in American poultry-raising equipment and would undoubtedly buy more if American suppliers were better represented in the Ivory Coast.

There are two plants in Abidjan for reconstituting milk and other dairy products out of powdered milk. They are potential purchasers of American powdered milk.

Grain Milling

An $8 million flour mill (Grand Moulins d'Abidjan) began production in March 1963. Until 1965, the Ivory Coast was committed under a commercial treaty to buy all of its wheat from France. This commitment has now been removed, and there appears to be no reason why the United States could not become a major supplier of wheat to Abidjan's flour mill. Since wheat cannot be grown in the Ivory Coast's tropical climate, this is a market that should continue to increase with use of bakery products.

There are two large commercial bakeries in Abidjan and numerous small bakeries throughout the country. The capacity of the largest one (Panification Industrielle Christian) is 20,000 tons of bread per year.

There are already several rice hulling mills in the northern part of the country and more are planned. Plans have also been made for a factory to convert cassava into starch. U.S. manufacturers of rice milling and starch-making equipment could also supply machinery to the new factories.

Fruit Processing

Under the plan, the processing of agricultural products is given high priority.

Production of bananas is shown in table 27. The Standard Fruit Co. of New Orleans is already cooperating with COBAFRUIT, the banana growers' cooperative, in improving the packaging of fresh bananas for export. Plans have been made for the construction of a $2.6 million plant to process bananas and pack them in cardboard boxes. A small factory is experimenting with various methods of preserving bananas for both the domestic and export markets.

After bananas, pineapples are the second most important fruit. Recent production of pineapples is also shown in table 27. The pineapple canneries presently produce more than 40,000 tons per year. The largest of them, SALCI (Sté alsacienne de la Côte-d'Ivoire), just expanded its capacity from 16,000 to 30,000 tons in 1964. Additional plantations and canneries are envisioned in connection with the irrigation aspects of the proposed Bandama Dam.

All existing and proposed canneries and plantations are potential customers not only for canning machinery but for the insecticides, fertilizers, and agricultural equipment and machinery that have been developed by the American pineapple industry in Hawaii.

A small factory canning various fruit preserves and two other factories for extracting essential oils from fruits are also established.

Coffee and Cocoa

Coffee and cocoa have, for years, formed the backbone of the Ivory Coast economy and the source of its prosperity. In 1962, when the coffee crop was disastrously small, repercussions were felt in every

Boundaries are not necessarily those recognized by the U.S. Government.

Agriculture and Mining

IVORY COAST

Dense forests
Cocoa
Rubber
Cotton
Citrus fruits
Pineapple
Manganese
Coffee
Bananas
Rice
Quinine
Peanuts
Oil palm & coconut
Diamonds
Gold

0 50 100 150 200
Miles

0 50 100 150 200
Kilometers

sector of the economy and there was a definite leveling off of activity. The fact that there was no significant recession, however, is eloquent testimony to the success of the Government's efforts to attract foreign capital, build up industry, and broaden the base of the economy. Since 1962, more emphasis than ever has been put on diversification of agricultural production in order to overcome the inordinate dependence on coffee and cocoa.

New planting of coffee trees is to be actively discouraged, and it is hoped that by 1970 production will have been stabilized at no more than 200,000 tons. Improved trees yielding 3 to 4 tons per hectare are to be ready by 1968-69, and at that time the number of existing plantations is to be sharply reduced. During 1964, coffee accounted for 42.6 percent of all Ivory Coast exports by value (total exports valued at $304 million).

Several plants have recently been equipped with the most modern coffee sorting machines in order to assure maximum quality control, which is essential in today's highly competitive world coffee market. Some of these are American machines.

As the world's third largest producer of coffee and fourth largest producer of cocoa, the Ivory Coast has long considered the local processing of these two products. In 1963, a subsidiary of Nestlé inaugurated a soluble coffee factory in Abidjan, which can handle 2,500 tons of green coffee per year. If it is successful in marketing its products, it may initiate still other similar factories.

Cocoa production is expected to reach about 130,000 tons in 1965-66 and 200,000 tons in 1970. There has been talk of a production goal of as much as 400,000 tons in 1975, but in view of world over-production and the fact that cocoa prices in 1965 were at their lowest levels in 20 years, it seems doubtful that the Ivory Coast Government will go ahead with plans to increase production. Emphasis will be placed on other crops. Félix Houpouët-Boigny, the President of the Republic of Ivory Coast, is encouraging planters to grow cocoa in the shade of tall trees in order to reduce from 7 to 3 years the time between planting and entry into production. Meanwhile, the French Research Institute—IFCC is developing higher yield trees. New markets are being actively sought for cocoa (as well as for coffee and wood) in Eastern Europe. During 1964, cocoa accounted for 15 percent of all exports by value.

In May 1965, a cocoa processing plant—SACO—Société africaine de cacoa was inaugurated. By the end of 1965 it had a capacity of 15,000 tons of cocoa beans per year, which it was turning into cocoa butter and oilcake. At a later stage, the plant hopes to begin production of cocoa powder as well. Such expansion might offer opportunities for sale of U.S. machinery.

Beer and Soft Drinks

Since 1960, the combined capacity of the two beer breweries in the Ivory Coast (BRACODI—Sté des brasseries de la Côte-d'Ivoire and SOLIBRA—Sté de limonaderies et brasseries d'Afrique) has been about 8 million gallons per year, although in 1961 and 1962 they operated at only 50 percent of capacity. With consumption increasing at a rate of 7 percent per year and with imports of beer declining, however, prospects are for steady increases in production, despite loss of the Upper Volta market in 1964 when a brewery was completed in that country. In fact, plans are underway for construction of a new brewery in Bouaké, where BRACODI already has an efficient bottling plant. These breweries not only need new machinery from time to time, but they consume significant quantities of hops, which might someday be furnished by American farmers.

The two breweries and SOBOCI (Sté des boissons hygièniques de la Côte d'Ivoire), a Coca-Cola bottling plant, also manufacture soft drinks and have a combined production capacity of more than 4.5 million gallons. They also can manufacture about 55,000 tons of ice per year. When the ice-making and cold storage facilities of the new fishing port go into operation, however, the ice-making capacity of the country will nearly double.

Tobacco Products and Matches

The only cigarette factory in the Ivory Coast, Manufacture de Tabacs de la Côte d'Ivoire at Bouaké has an annual production of about 1,400 tons. The factory blends locally grown tobacco with imported tobacco from various parts of the world.

The match factory, SOTROPAL (Sté tropicale des allumettes), which began operations late in 1961, produced 10,700 cases, or more than 1,000 tons, of matches in 1963.

Textiles

By far the largest tertile mill in Ivory Coast is Ets. Gonfreville in Bouaké, founded in 1922, which has recently undergone vast expansion. The current $2 million expansion program will bring annual yarn production capacity up to 3,500 tons of which 2,550 tons will be woven into cloth.

Total demand in the Ivory Coast for cotton cloth (including cotton blankets) is estimated at 10,000 tons in 1965 and 15,000 tons in 1970. Confreville is now meeting 35 percent of this demand. By 1970, with further expansion of Gonfreville and with the planned installation of two new weaving units (with capacities of 4,000 tons and 2,000 tons, respectively), local industry will meet all of the demand. Such an expansion of capacity represents, of course, a significant market for textile machinery and other fac-

tory equipment. The raw cotton will be grown locally, except for limited quantities which are traditionally imported from Mali and Upper Volta. Cotton production is increasing more rapidly than had been expected. Four thousand tons of the Mono and 5,000 tons of the Allen variety were grown in 1964-1965. By 1968-69, production should reach 50,000 tons (with the greatest part Allen).

In March 1964, ICODI (Sté des impressions sur tissus de Côte d'Iroire) a textile printing factory, was inaugurated in Abidjan. Its capacity is 3 million meters of cloth per year, which represents 30 percent of the market. For the time being, its raw material is imported, but Gonfreville will soon supply the cloth needed by ICODI.

There are also two important manufacturers of readmade garments (SAFRIC—Sté africaine de confection and MACODI—Manufacture de confection de Côte d'Ivoire) and two manufacturers of knitwear (Devanlay Recoing Afrique and Société Abidjanaise de Bonneterie), one of which (DRA) uses nylon and other synthetic fibers as well as cotton. (For imports of synthetics, see table 18).

The Ficelleries de Bouaké, which now manufactures rope from imported sisal, is planning to build a factory which will manufacture 4 million coffee and cocoa bags per year out of locally grown jute. This represents a potential market for bag-making machines.

Footwear

During 1965, a $1 million shoe factory with a capacity of 800,000 pairs of leather shoes and 2,200,000 pairs of plastic shoes per year began operation in Abidjan. The production of this factory, built by the world-wide Bata organization, will vastly exceed the production of the two small plastic shoe factories now operating in Abidjan and will undoubtedly replace substantial quantities of imports. It could offer opportunities for sale of U.S. machinery.

Lumber and Plywood

Forestry production is shown in table 35 and wood exports in table 3. From these figures, it is clear not only that wood is the Ivory Coast's largest export by weight and the second largest by value, but that the wood industry is one of the most important in the Ivory Coast.

In 1964, there were 55 firms operating sawmills; 5 of these mills accounted for almost half of the total production. Production of veneers and peeled wood was expected to reach 40,000 cubic meters in 1965 and that of plywood 7,500. Meanwhile, several additional plywood and veneer factories were slated to go into production in 1966 and later. Value of production of furniture, shipping crates, and other wood articles is more difficult to establish, but was estimated at $3.9 million in 1963, excluding prefabricated wood panels for housing construction. All of these sawmills and wood-using factories require woodworking machinery, some of which could be supplied by the United States.

Most of the sawdust created by the sawmills goes to waste, and proposals have been made for the manufacture of pressed-wood board to be used in construction. No definite project has yet been undertaken, but this would seem a logical industry for the Ivory Coast.

Paper, Cardboard, and Printing

Preliminary agreement was reached in 1964 with the Krupp organization of Germany for the establishment of a paper and cardboard factory, costing between $20 and $24 million, with annual production of 10,000 tons of paper and 15,000 tons of cardboard. When this is completed in 1967 or 1968, it will, among other things, satisfy the cardboard requirements of the banana exporters.

In December 1964, a modern printing plant (with American equipment) began publication of Abidjan's new daily newspaper, Fraternité-Matin. This plant brought to six the number of printing establishments in the Ivory Coast.

Rubber and Rubber Products

Rubber trees are now planted on 11,000 hectares. Production of latex is expected to reach 5,000 tons by 1967, 10,000 tons by 1970, and 14,000 tons by 1973. Latex processing plants adequate for such production are being built by the two companies (SAPH—Société Africaine de Plantations d'Hévéas and CCCP—Compagnie des Caoutchoucs du Pakidié) which control these rubber plantations.

It has also been suggested that a factory or factories for the production of tires and inner tubes for automobiles and bicycles ought to be established locally to use some of the latex and to supply the tire and tube markets of the Ivory Coast and its neighbors to the north where bicycles are numerous. In fact, a French firm (Volbert) is reported to be planning to establish a bicycle tire factory.

One small tire retreading operation exists in Abidjan, but the local market could easily support a larger one. Here is another obvious opportunity for the sale of U.S. machinery, which is the most advanced in the world in this field.

Basic Industrial Chemicals

The Société des Silicates de Côte d'Ivoire, a subsidiary of Blohorn and of Nobel-Bozel, imports sodium silicate in vitreous form and treats it for use by the local soap and paint industries. It has a capacity of 6,000 tons per year.

THREE LUMBERJACKS ON A TREE: Tropical woods are among the significant cash crops in the Ivory Coast. In the western part of the country, the forests begin right at the Gulf of Guinea.

Air Liquide, which has been operating in Abidjan since 1947, manufactures oxygen, acetylene, nitrogen, carbon dioxide, and compressed air.

Fats and Oils

The present production of 30,000 tons of palm oil and 14,000 tons of palm kernels is insufficient to cover domestic consumption and the needs of industry. As shown in table 23, imports were nearly 4,000 tons in 1963. Some soybean oil is also imported from the United States.

The Ivory Coast Government has ambitious plans to increase palm oil production until it becomes the fourth major export crop. This project is being financed by the European Development Fund (EDF). The objective is to have 150,000 hectares producing 500,000 tons of oil by 1975. The Ivory Coast would then be exporting 70,000 tons, or 10 percent of world production.

These plans necessitate the construction of new palm oil refineries near the plantations. The refineries will, in turn, supply oil to the Blohorn soap factory and its affiliate, Franco-Africaine de Raffinage (FAR), which in 1964 produced 8,000 tons of table oil and moderate amounts of margarine. FAR's oil capacity is now being increased to 12,000 tons.

Soaps and Detergents

The Blohorn soap factory (Huilerie et Savonnerie des Lagunes Blohorn) was established in 1932 and is thus one of the oldest industries in the Ivory Coast. In 1964, it produced 15,000 tons of household and toilet soaps. An affiliate of Blohorn inaugurated a detergent factory in 1964 with an initial capacity of 10,000 tons. There are also three factories which manufacture bleaching water. All of these factories are potential purchasers of American machinery.

Fertilizers and Insecticides

While virtually all fertilizer is now imported (see table 36), there will soon be a $4 million factory for the annual production of 65,000 tons of nitrogenous fertilizer out of the byproducts of the new oil refinery. Fertilizers based on potassium and phosphate will continue to be imported.

A garbage treatment plant (HUMUS-CI) was established in Abidjan in 1963. It treats 50 metric tons of garbage and produces 40 tons of organic fertilizer daily.

Insecticides are currently manufactured (i.e., mixed and packaged) by two firms (SOFACO and Shell). The former produced 1,200 tons of insecticides in 1964 and expects to produce 6,000 tons in 1968. Ingredients still have to be imported.

Paints and Varnishes

There are two paint factories (Société Ivoirienne de Peintures et Colorants and Société Abidjanaise d'Expansion Chimique), with production capacities of 150 and 120 metric tons per month, respectively. They, too, must import pigments and other ingredients.

Miscellaneous Chemicals and Cosmetics

A plant (Laboratoires Pharmaceutiques Africains) for the mixing, repackaging, and tableting of some 200 pharmaceutical products was established in 1964. There are at least three cosmetics plants (SIMOPA and A. J. Seward and SICOD).

Petroleum Products

Extensive explorations have revealed no commercial petroleum deposits in the Ivory Coast, but a refinery for treating imported crude oil was completed in the fall of 1965. It cost over $16 million and will have a capacity of about 700,000 tons per year. Imports of petroleum products are shown in table 22 and consumption in table 37.

Cement

The Ivory Coast has no significant deposits of limestone and cannot, therefore, manufacture its own cement. Nevertheless, two factories for grinding and packaging imported cement clinker are planned: one

(Société Ivoirienne de Ciment et Matériaux) is scheduled to begin production in January, 1966; the other (Société des Ciments d'Abidjan), not too long after. Each will represent an investment of over $1 million and will have a capacity of 150,000 tons per year.

The local market appears sufficient to justify local manufacture of asbestos-cement piping and sheets, which is under active consideration.

Other Nonmetallic Mineral Products

The clays of the Ivory Coast are well suited for the production of bricks and tile as well as porcelain tableware. There are already some small brick and tile factories, and plans are underway for larger, more modern plants in these fields. A glass container factory is also under active consideration.

Basic Metal Products

The market of the Ivory Coast does not appear large enough to justify an integrated iron and steel industry, particularly since Nigeria to the east and Liberia to the west have already taken steps in the direction of establishing steel complexes. Furthermore, the Ivory Coast appears to have no significant, high-grade iron ore while Liberia has some of the richest iron ore deposits in the world and Nigeria has both iron ore and coal.

Nevertheless, with imports of 39,000 tons in 1962 and 48,000 tons in 1963 of iron and steel products, the Ivory Coast may soon reach the stage at which it is worthwhile to make reinforcing bars and other simple products out of local scrap metal.

There is presently no production of basic metal products, either ferrous or nonferrous.

Miscellaneous Metal Manufactures

There are, however, several firms specializing in metal construction of various types. The largest are SAMELA (Sté des ateliers métalliques, et d'entreprises de Laon-Afrique), SIFERCOM (Sté ivoirienne de ferronnerie et de constructions métalliques), SERIA (Sté d'etudes et de réalisations industrielles d'Abidjan), and CARENA (Cie abidjanaise de réparations navales et de travaux industriels). The latter company also engages in shipbuilding and marine repairs, as does SICOMA (Ste ivoirienne de construction et de matériaux). Other local companies make metal beds and other metal furniture. One firm (SOTREC—Sté de tréfileries et clouteries de la Côte d'Ivoire) is devoted to drawing wire and making nails.

Metal packaging is fairly important, in view of the number of fruit canneries to be supplied. The leading firms in this field are MECANEMBAL (Sté Africaine d'emballages métalliques) and SIEM (Sté ivoirienne d'emballages métalliques). There are also several firms engaged in making corrugated aluminum roofing sheets, aluminum utensils, and iron and steel utensils.

The only firm that can truly be said to manufacture machinery in the Ivory Coast is Abidjan Industrie, which manufactures pumps, coffee decorticators, and other industrial products.

Transport Equipment

The market for commercial vehicles is now and should continue to be strong. Highway transport probably accounts for more traffic than all other forms of transportation combined. Further, the importance of road transport in the regional transportation system of the Ivory Coast and its neighbors to the north appears to be increasing. With growing demands on the system as a result of progress in both manufacturing and agriculture, the region's requirements for commercial vehicles should rise steadily in coming years.

Registration of trucks and buses in recent years is shown in table 31. Most of these commercial vehicles are of French manufacture—Saviem (Renault), Peugeot, Citroën, Berliet, and Unic, in descending order of popularity. Mercedes-Benz trucks also occupy a strong position in the market, with sales rivaling some of the French makes. Henschel and other German manufacturers and Bedford and other British companies account for most of the rest of the market, with American trucks trailing far behind. While preferential tariffs are a serious obstacle, the British are in the same position as the United States, and it would appear that a bigger sales effort could lead to bigger sales.

The Renault auto and truck assembly plant, which began operations in 1963, assembled some 1,600 vehicles in 1964 and has a capacity of about 20 vehicles per day. Another automobile and truck assembly plant is planned. There are also several firms making bodies for buses, trucks, and trailers.

The hold which European manufacturers appear to have on the motor vehicle market seems to be based more on the engineering of their products and the interchangeability of spare parts than it is on colonial traditions or preferential tariffs.

The number of registered passenger automobiles has increased markedly and reflects the development of other sectors of the economy:

Total	3,707
France	2,936
Renault	1,117
Peugeot	716
Citroen	550
Simca	543
Germany	502
Opel	203
Ford	102
Volkswagen	78
Mercedes	74
Others	45
Italy	179
Fiat	178
U.S.A.	80

Source: *Marchés Tropicaux, Numéro Spécial,* "L'Automobile Outre-mer." Feb. 20, 1965, p. 433.

French passenger automobiles dominate the market and will probably continue to do so. In the past, they benefited not only from traditional commercial ties between France (the mother country) and its colony (the Ivory Coast), but also from a tariff preference in favor of France of 25 percent. This preference now applies equally to all members of the European Economic Community—EEC, and there has, as a result, been a substantial increase in the number of German and Italian cars on the road. Members of the EEC are France, Federal Republic of Germany, Italy, Belgium, the Netherlands and Luxembourg. If efforts by the United States and other contracting parties to the General Agreement on Tariffs and Trade —GATT are successful, these preferences may be reduced or even removed in the near future.

The Renault automobile and truck assembly plant in Abidjan can be expected to supply an increasing share of the market for small cars.

There remains, nevertheless, a substantial portion of the automobile market which prefers bigger, more powerful cars to the smaller European models. Proof is the increase in registrations of new cars of 8 to 10 "fiscal h.p." [2] (the next to the highest category) from 718 in the first 9 months of 1963 to 1,023 in the same period of 1964. If American automobile manufacturers would provide better service, they could undoubtedly have a better share of this growing market.

Another market is that for motorcycles. All of 107 motorcycles were registered in the first 6 months of 1963, and 159 in the like period of 1964. Registration, however, is required only of motorcycles of 50 cubic centimeters displacement or above. Imports of all motorcycles increased 63 percent in value from 1963 to 1964 (see table 32). While most of these motorcycles have come from France and Italy, some of the American products have already been introduced through the U.S. Agency for International Development—AID program and have been found better adapted to local conditions than their French and Italian competitors.

The larger of the two bicycle factories of the Ivory Coast (Manufacture Africaine de Cycle) produced some 32,000 bicycles in its 1963-64 fiscal year. These two factories might be potential markets for American equipment.

Electrical Apparatus and Appliances

Société Africaine Radio-électrique began assembling radios in 1962 and now makes 10,000 per year. It also assembles television sets.

The market for electric storage batteries would probably justify local assembly, as would the markets for air conditioners and refrigerators. All of these projected factories could use American machinery if a sales effort were made to convince their managers of its suitability.

Miscellaneous Plastic Products

There are three or four small factories which manufacture plastic articles other than shoes ranging from small household utensils to polyethylene bags for banana stems.

Mining

The only two minerals produced in 1964 were diamonds and manganese. The entire production of both is exported. Diamond exports were about 210,000 carats and manganese ore exports about 100,000 tons. In 1965 and thereafter, manganese exports are expected to total 150,000 tons per year.

Exploration for gold and bauxite continue, but commercially exploitable deposits have not yet been found.

[2] "Fiscal horsepower" is a measure of the size of cars based on a complicated formula used in assessing automobile taxes in France.

CHAPTER IV

Economic Development Programs

The development plans of the Ivory Coast lead to U.S. export opportunities, not only in terms of the immediate need for capital equipment and raw materials, but also in the longrun expansion of consumer purchasing power.

Upon achieving independence in 1960, the Ivory Coast decided to prepare a plan covering 1960-70. The first preliminary sketch of this plan was completed in December 1962 and excerpts were made public 6 months later in a special issue of the weekly magazine, Marchés Tropicaux.[1] The plan has been undergoing revisions ever since: none of the revisions have been published. The most recent revision is reported to include an annex covering 1970-75. The revised plan allegedly contains one major change in development policy as practiced in the years prior to 1964, i.e., an increased stress upon investment in the directly productive sectors of industry and agriculture and a lessening of emphasis on infrastructure (roads, railroads, and public buildings) and social services (public health and education).

Objectives of the Ivory Coast's development plans are to diversify the agricultural sector by large-scale commercial production of palm oil, rice, coconuts/copra, rubber, and cotton; to expand the portion of the industrial sector which processes these new commodities for export as well as those processing coffee, cocoa, tropical woods, bananas, and pineapples; to expand greatly the local livestock and fishing industries and increase distribution and consumption of meat and fish throughout the country; to increase the local industrial capacity for processing imported or local raw materials for local consumption (oil refinery, sugar refinery, canning and freezing plants, textile mills, flour mill, paper mill, fertilizer plants, etc.); to develop educational and health systems adequate for all the country's needs; and to develop the infrastructure.

Unlike the planning of many other countries, the Ivory Coast's plans have turned out to be too conservative. The goals set for 1965 have virtually all been surpassed and many of those originally set for 1970 have already been reached, or nearly so.

DEVELOPMENT AGENCIES

The Ivory Coast Government plays an active role in economic development, but it is interested in having private enterprise play as large a role as possible. Government financial participation in industrial enterprises has usually been limited to 10 or 15 percent of the stock, although there are a few state corporations (Sociétés d'Etat) which are wholly owned by the state.

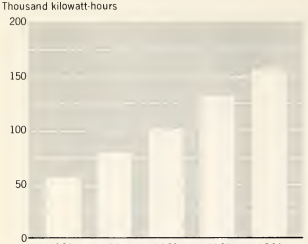
In the field of mining, for example, SODEMI (Société de Développement Minier) assists in exploration for minerals. For big projects, it normally forms a joint enterprise with private capital.

The agency charged with the planning function in the Ivory Coast Government is the Administration Général du Plan, which comes under the Ministry of Finance, Economic Affairs and Planning. Any American firm interested in investing in the Ivory Coast should communicate with the Director of the Administration Général du Plan.

An industrial development bank was established in February 1965. It will finance new industrial enter-

[1] René Moreux et Cie., *Marchés Tropicaux et Méditerranéens*, Paris, France, June 15, 1963.

Consumption of electric power tripled, 1960 to 1964



Source: Situation Economique, 1962, pp. 44 ff. and Bulletin Mensuel de Statistique, Jan. 1965, p. 4.

prises that are expected to contribute to the economy.

The Government, in cooperation with private capital, has also played a major role in providing facilities for tourists. For example, the Hotel Ivoire was financed by the Government along with an Israeli firm which built the hotel and an American firm, Intercontinental Hotels, which manages it.

Several corporations and cooperatives help local farmers use modern methods of cultivation, including fertilizers and insecticides. The most important of these organizations is Société d'Assistance Technique pour la Modernisation Agricole de la Côte d'Ivoire—SATMACI. These organizations are, of course, purchasers of agricultural equipment and supplies. There are also a number of agricultural research centers, some of which operate fairly extensive plantations in connection with their work.

Among the more important of these institutes, all of which are potential purchasers of agricultural and scientific equipment, are:

Office de la Recherche Scientifique et Technique Outre-Mer—ORSTOM, Post Office Box 20, Abidjan (Acting Director, M. Luc).

Institut Français de Recherches Fruitières Outre-Mer—IFAC, P. O. Box 1740, Abidjan (Director, M. Merle).

Institut de Recherches du Coton et des Textiles Tropicaux—IRCT, P. O. Box 604, Abidjan (Director, M. Angelini).

Institut de Recherches sur le Caoutchouc en Afrique—IRCA, P. O. Box 1536, Abidjan (Director, M. de Breuvery).

Institut de Recherches pour les Huiles Oléagineux—IRHO, P. O. Box 1001, Abidjan (Director, M. Boye).

Institut Français du Café et du Cacao—IFCC, Bingerville, Ivory Coast (Director, M. Lafranchi).

Centre Technique Forestier Tropical—CTFT, P. O. Box 4340, Abidjan (Director, M. de la Mensbruge).

Centre de Recherches Zootechniques—CRZ, P. O. Box 449, Bouaké, Ivory Coast (Director, M. Coulomb).

GOVERNMENT BUDGETS

The general operating budget of the Ivory Coast for 1965 was balanced at $125.5 million. This budget provides for normal, recurring expenses. A comparison with the 1964 budget and breakdown into its principal components are given in table 38. In addition to the general operating budget, there is a special investment and equipment budget, which is designed to promote economic development. Appropriations of this budget for 1965 were $51.4 million, as follows:

	Amount	*Percent*
Production[1]	15.6	30
Infrastructure[2]	19.3	38
Administrative costs	8.6	17
Housing	4.4	8
Studies and research	3.6	7
Total	51.4	100
Major items:		
Road construction	7.6	
Loan to development bank (BIDI)	5.0	
Second Abidjan bridge	4.0	
Work on Ayamé II Dam	3.8	
Urban development in secondary cities	2.6	
Port of Abidjan	1.6	
New industrial zone for Abidjan[3]	1.5	
Port of San Pedro[4]	1.4	
African Development Bank	1.0	
Mineral research	1.0	

[1] Agricultural Production, Animal Husbandry, Industrial Production, Industrial Loans and Participations.
[2] Roads, Railroads, Ports and Waterways, and Airports.
[3] First installment of a $12 million program.
[4] First installment of a $14.8 million program to build a deep-water port and connecting roads.

These budgets indicate the relative modesty and thrift with which ordinary Government operations are conducted on the one hand and, on the other, the energy and zeal with which economic development programs are being carried forward. It would be difficult to find more convincing evidence of the favorable atmosphere for private investment.

FRENCH AID

France has continued to play an important part in the Ivory Coast's economic development since independence, and French aid amounts to about $15 million per year. Under the terms of a technical and cultural cooperation agreement with France, the Ivory Coast receives the services of some 3,000 Frenchmen, half of whom are teachers and the remainder technicians of various types. The French Government pays a portion of the salaries. In addition to this technical assistance, there is a certain amount of project assistance, which is also administered by Fonds d'Aide et de Coopération—FAC, the French aid agency.

AMERICAN AID

From independence in 1960 through June 30, 1964, total U.S. economic assistance to the Ivory Coast was $21.4 million, including loans of $13.8 million and grants of $7.6 million.

The major loans included $5 million for the Industrial Development Bank, $1.7 million for highway equipment, $2.5 million under the Food for Peace program, and $4.6 million from the Export-Import Bank of Washington—Eximbank for a thermal powerplant. In addition, the Eximbank has loaned $9.6 million to Air Afrique (a multinational corporation controlled by 11 African states), repayment of which is guaranteed by the Ivory Coast Government, and has guaranteed various commercial export credits through Foreign Credit Insurance Association—FCIA. Grants were for the Peace Corps and miscellaneous technical assistance programs, including $0.7 million in fiscal 1964 (ending June 30, 1964) for systematic planning and organization of the undeveloped and largely uninhabited southwestern Ivory Coast.

United States economic assistance during fiscal 1965 included $400,000 in development grants and some $4 million under title IV of the Food for Peace program.

UNITED NATIONS AND OTHER AID

The United Nations has a resident representative in Abidjan and there are personnel of the World Health Organization, UNESCO, and other U.N. specialized agencies engaged in various technical assistance programs. The U.N. Special Fund has recently agreed to make a $1.2 million study of the mineral resources of the Southwest Region of the Ivory Coast.

The World Bank has a regional office in Abidjan, with a project identification team of five experts. While the regional office is intended to serve all of West Africa, its location in Abidjan makes it especially sensitive to needs of the Ivory Coast.

The African Development Bank has also established its headquarters in Abidjan.

Under the first European Development Fund—EDF sponsored by the EEC, the Ivory Coast was scheduled to receive $39.6 million in grant aid of which $21.7 million had been disbursed as of December 31, 1964. Under the second EDF, a grant of $47.6 million is allocated to the Ivory Coast for agricultural diversification and modernization, $38.4 million of which will be devoted to palm oil. While much of the EDF activity is tied to procurement within the EEC, there are some exceptions to this policy. Furthermore, an injection of grant aid on this scale undoubtedly has its effect on the other parts of the economy and adds to overall wealth and purchasing power.

In addition to its participation in the EDF, West Germany has its own program of aid to the Ivory Coast in the form of a $7.5 million loan, most of which is being used for the development of rice production. Israel also has a small aid program to the Ivory Coast devoted to technical assistance to the civic action program of the Armed Forces.

CHAPTER V

Basic Data on Ivory Coast

The Ivory Coast is located in West Africa on the northern coast of the Gulf of Guinea between the parallels of 5° and 10° North latitude and extends from 2°30′ to 8° West longitude. Practically square in shape and about the size of New Mexico, it covers an area of 127,520 square miles. The Ivory Coast is bounded on the west by Liberia and Guinea, on the north by Mali and Upper Volta, on the east by Ghana and on the south by the Atlantic Ocean, with 340 miles of coastline.

Apart from the mountainous regions of Man and Odienné (in the west and northwest) where the peaks reach a height of 5,760 feet, the land is relatively flat, rising gradually from the sea to an altitude of about 1,000 feet in the north. Four major rivers flow from north to south: the Cavally, the Sassandra, the Bandama, and the Comoé.

Along the eastern part of the coast, the sandy area is covered with plantations of coconut palms. Behind this area is a region of interconnected lagoons, which suddenly gives way to a thick tropical rain forest, extending northward for distances of 100 to 200 miles. In the western part of the country, the forest begins right at the coast. It is in these forest regions that the significant cash crops—coffee, cocoa, tropical woods, and bananas—are grown. North of the forest lies a wooded savannah zone, which becomes less and less dense to the north, disappearing finally in the sudanese zone, which consists of grassy savannah with lateritic or sandy soil and a sparse scattering of trees.

The climate of most of the Ivory Coast is tropical, or hot and humid. Along the coast, variations in average monthly temperatures are slight (76° to 83°F.), while the humidity is very high (77 to 88 percent). Variations in temperature become more marked towards the north (57° to 103°), with humidity averaging about 71 percent.

Along the coast the climate is characterized by two rainy seasons: one from the beginning of May until the middle of July; the other, far less intense, in October and November. Nearly half the annual precipitation (82 inches in Abidjan) is recorded in May and June, and as a result the weather for much of the year is mild and sunny. In the northern part of the country, there is only one rainy season, with annual rainfall averaging about 50 inches.

An important natural resource is the forest. Wood production and exports are indicated in tables 35 and 3. If conservation measures are not undertaken in the near future, however, this resource (which now is the second largest source of export earnings) will, according to most estimates, be exhausted in 25 years.

Current mineral production is limited to diamonds and manganese, but other mineral resources are being explored. Diamonds are found in the region of Seguéla and Touba, in the West, with most gem stones coming from the former and industrial stones from the latter. Diamond exports were 209,565 carats in 1964 valued at $3.7 million and are expected to increase.

Proven reserves of manganese at Mokta are only 600,000 tons of ore (46 percent Mn) and 150,000 tons of fines (38 percent Mn), but important additional deposits of highgrade ore are known to exist near Odienné.

IVORY COAST

Administrative

Departmental boundary — Principal roads — Railroad

Departmental capital — Selected seasonal roads — Principal airports

0 50 100 150 200 Miles

0 50 100 150 200 Kilometers

DIAMOND MINE: The panning of diamonds adds to the national income in the Ivory Coast. All of the 210,000 carats produced in 1964 were exported.

Active explorations for gold and bauxite were underway in 1965 and other minerals with promising prospects included columbo-tantalite, lithium, and ilmenite.

The Republic of Ivory Coast, formerly a French colony, proclaimed its independence on August 7, 1960. The constitution provides for a strong Presidency within the framework of a separation of powers. The President is elected by direct, universal suffrage for a 5-year term and may be reelected. The Cabinet is appointed by the President from persons outside the National Assembly and is responsible to the President.

The country is divided into six departments, administered by six prefects. These departments are, in turn, divided into 105 subprefectures.

CHAPTER VI

Channels of Distribution

The principal channels of distribution in the Ivory Coast consist of the chief populated places, the railroad, the highways, the seaports, the inland waterways, and the air routes.

PRINCIPAL CENTERS

Abidjan became a deep-water ocean port in 1952 with the opening of the Vridi Canal (1.7 miles long, 1,200 feet wide, and 50 feet deep), which connects the Atlantic Ocean with the lagoon on which Abidjan is located.

Abidjan is now the principal port and railhead not only for the Ivory Coast but for neighboring land-locked countries, such as Upper Volta, Mali, and Niger. With the establishment at Abidjan in 1965 of the seat of the African Development Bank and regional offices of the World Bank, Abidjan has also become a major African financial center. In addition to its position as administrative capital, seaport, railhead, and financial center of the Ivory Coast, Abidjan, with a population estimated in 1965 at 300,000, is the major airport and the commercial and industrial capital of the Ivory Coast as well. Its port receives virtually all of the Ivory Coast's imports and Abidjan's importers and distributors, in turn, send the merchandise by truck, rail, or lagoon barge to other commercial centers throughout the Ivory Coast and its landlocked neighbors. Most of the industrial activity of the country takes place in Abidjan, but the Government is trying hard to establish new industries in other parts of the country, in order to diminish the Capital's dominant position.

Bouaké, with a population estimated in 1965 at 100,000, is the second city of the Ivory Coast. It is located near the geographical center of the country at the crossroads of the main routes connecting with neighboring states and in the heart of the most heavily populated agricultural area. West Africa's largest cotton textile mill is located there, as are several other factories.

Besides Abidjan and Bouaké, which are the capitals of the Southern and Central departments, respectively, the other departmental capitals are Abengourou (East), Daloa (West Central), Korhogo (Northern), and Man (Western). Man has a population of 25,000 and Daloa and Korhogo have slightly over 20,000 inhabitants each while Abengourou has about 15,000. These cities, along with Gagnoa (18,000), Adzopé (16,000), Agboville (16,000), and Grand Bassam (13,000) are of considerable commercial importance both as markets within themselves and as central distribution points serving smaller towns and outlying rural areas. Most large firms, therefore, have outlets and/or servicing facilities located in several of these population centers.

RAILROAD

The Ivory Coast has 375 miles of railroad. Abidjan is connected with Ouagadougou, capital of Upper Volta, by a single-track railroad known as the Régie Abidjan-Niger (RAN), which is owned jointly by Ivory Coast and Upper Volta. Freight traffic in 1964 amounted to 710,012 tons and 334 million ton/kilometers while passenger traffic was 2.2 million passengers and 460 million passenger/kilometers. Both passenger and freight traffic have increased (see table 39).

Various proposals have been made to build a spur railroad to Daloa and Man and to build a new railroad from the proposed port at San Pedro to Odienné

ABIDJAN AIRPORT: You buy your airplane ticket to Abidjan, the Ivory Coast, at the Pan American Airways ticket office. Pan Am jointly with Air Afrique operates a weekly service to Abidjan from New York.

and, eventually, to Bamako in Mali. There are no immediate plans, however, to expand the rail network although the old rolling stock is being replaced and the roadbed is being maintained, repaired, and strengthened by the installation of new ballast, heavier rails, and several larger bridges.

HIGHWAYS

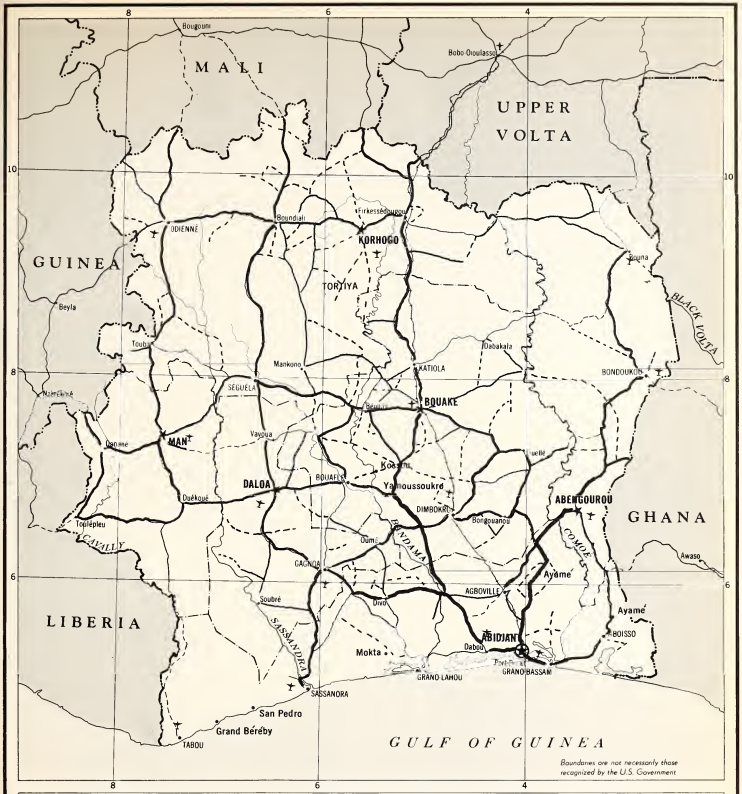
The road system of the Ivory Coast is a good one, with all major towns connected by all-weather roads. It covers 20,000 miles, of which 500 are paved, 7,800 hard surfaced (although there are washouts during heavy rains), and 11,700 are secondary roads suitable for only limited use during the rainy season.

Roads and streets in Abidjan are almost all paved and in good condition. While a four-lane bridge (completed in 1958) connecting the two main parts of Abidjan is now a bottleneck during peak traffic periods, a new six-lane bridge is being constructed nearby and will be ready late in 1967. Work is underway to extend and improve the paved routes east from Abidjan through Grand Bassam and Bonoua (end of present paving) to Aboisso, west from Abidjan through Divo and Lakota (end of present paving) to Gagnoa and eventually to Daloa, and north from Abidjan through Yamoussoukro (end of present paving) to Bouaké. At the same time, the principal hard-surfaced arteries are constantly being improved by terracing and ditching as well as routine scraping. Secondary roads are also being improved.

In 1964, there were about 51,000 motor vehicles in operation, of which some 28,000 were passenger cars and 23,000 were trucks and buses. In addition, more than 8,000 motorcycles were imported in the first 8 months of 1964. Table 31 shows the rapid increase that has taken place in motor vehicle registration.

SEAPORTS

Abidjan is the principal seaport of the Ivory Coast and accounts for over 95 percent of total tonnage handled in all of the country's ports. Sassandra, Tabou, and Grand Béréby are the others. Abidjan



Boundaries are not necessarily those recognized by the U.S. Government

Transportation

IVORY COAST

- Departmental boundary
- Principal paved roads
- Secondary roads
- Railroad
- Departmental capital
- Other principal roads
- Selected seasonal roads
- Principal airports

0 50 100 150 200 Miles

0 50 100 150 200 Kilometers

handled 3,387,701 tons in 1964, an increase of 17 percent over the 2,887,284 tons handled in 1963. Average annual growth rate since 1954 has been 15 percent (see table 40). The principal facilities of the port of Abidjan at the end of 1964 are:

Quays	*Length* (feet)	*Water depth* (feet)
North quay (5 berths)	2543	33
Former wood pier	492	33
West quay (6 berths)[1]	2953	33
Mineral quay (1 berth)	492	33
Banana quay (1 berth)	886	23
Fishing port quay	623	23
Fishing port quay	689	16
Lighterage quay (batelage)	984	8
Lighterage quay (chalandage)	1247	8
Wood quay[2]	492	2

[1] Three additional deep-water general cargo berths (1066 feet) were completed in 1965.

[2] For logs that will not float. Floatable logs are handled in a separate section of the port where they are loaded aboard ships in the stream.

Warehouses (fully enclosed)	*Area* (square feet)
Adjacent to deep-water general cargo quays	600,600
Passenger terminal	32,300
Customs warehouse	19,400
Others	239,500
Total	891,800
Hangars (roofed)	
For bananas	64,400
For sawn lumber	8,600
Adjacent to lighterage quay	24,800
Adjacent to fishing port	51,700
Total	149,500

Open working space	*Area*
Deepwater general cargo quays	2,314,000
Lighterage quay (chalandage)	107,600
Banana quay	473,600
Wood manipulation area	699,700
Dangerous materials area	26,900
Mineral quay	161,500
Total	3,783,300

Source: Ministère Des Travaux Publics Et Des Transports, *Port d'Abidjan, Rapport Annuel*, 1964.

At the end of 1964, there were 10 deepwater general cargo berths. As the result of a $20 million improvement and expansion program, there were 13 such berths by the end of 1965 and there will be 18 by 1970.

With the completion of the oil refinery in the fall of 1965, the Ivory Coast Government hopes to encourage ships carrying bananas and wood to start taking on substantial amounts of bunker fuel in Abidjan.

The two U.S. flag lines serving Abidjan on regular schedules are Farrell Lines and Delta Lines, the former from Atlantic and Great Lakes ports, the latter from the Gulf of Mexico. Seventy-eight American ships called in 1964, compared to 66 in 1963. There are some 90 shipping companies with offices or agents in Abidjan, 8 of them American.

STATION STOP: A small station on the Abidjan-Niger railroad in the Ivory Coast.

RIVER N'ZI: Bridge on the River N'Zi between Tiassalé and Yamoussoukro, the Ivory Coast.

Sassandra and Tabou are minor ports, handling primarily the export of logs. They handled cargo weighing 192,000 and 11,000 tons, respectively, in 1964.

Preliminary surveys have been completed and engineering studies are now being made for the proposed port of San Pedro (between Sassandra and Grand Béréby). San Pedro is expected to become the principal outlet for the southwest region.

INLAND WATERWAYS

The Ivory Coast is fortunate in possessing a major inland waterway which consists of a chain of natural lagoons extending for more than 200 miles parallel to, and within 10 miles of, the coastline, from a point about 30 miles west of Grand Lahou eastward to the Ghana border. These lagoons are connected by man-made canals so that a considerable barge traffic originates in manganese from the Mokta mines, pineapples from the cannery at Ono, and logs from various rivers. These commodities are assembled at Abidjan where they are loaded aboard oceangoing vessels. Dredging is constantly underway to maintain and expand this network of lagoons and canals.

AIR TRANSPORT

With headquarters in Abidjan, Air Afrique, owned jointly by 12 West African French-speaking states, serves the Ivory Coast and West Africa, flying four DC-8's and a number of DC-6's. In addition to flights between Europe and Africa and within Africa, Air Afrique in May 1965 inaugurated a weekly service from New York to Douala (Cameroon), and return via Dakar (Senegal), Robertsfield (Liberia), Abidjan, and Cotonou (Dahomey). This service is operated jointly with Pan American Airways. Other international airlines which serve Abidjan include Air Guinée, Air Liban, Air Mali, Ethiopian Airlines, Ghana Airways, KLM, Nigerian Airways, Swissair, and UTA.

The airport of Abidjan fully meets international jet standards. The Bouaké airport can handle DC-6's. There are 15 other airports and numerous landing strips. Recent air traffic through Abidjan and Bouaké is shown in table 41.

CHAPTER VII

Trade Practices

Importing and wholesaling are predominantly in the hands of large trading companies, most of which are European-owned, and small Lebanese merchants. Relatively few Ivoiriens are engaged in trade above the retail level.

IMPORTING METHODS

The marketing system in the Ivory Coast varies widely for different types of goods. Producer's goods and consumer goods which require technical servicing are handled almost exclusively by the large expatriate companies with sufficient trained staff and physical facilities to provide installation and maintenance services throughout the country. High-priced, sophisticated consumer items are also marketed through the large, established retail outlets in principal cities. Most of these retail outlets are operated by expatriate firms.

Consumer goods for the mass market, however, are distributed through a complex supply system which may involve expatriate or African firms as principal importers and a number of individual traders in intermediate roles between the original wholesale purchase and ultimate sale to the consumer. An effort was made in 1962 to overcome the inefficiencies of this system by the establishment of a cooperative purchasing and distributing company out of an association of some 600 African petty traders. Despite some limited financial support from the Government, however, this company failed before the end of 1964. Another effort was being made in 1965 to form a new company of this nature, to be composed of 30 merchants—five from each of the six prefectures. If successful, it could be an important channel for distribution of consumer goods.

For over 75 years, the leading position in the Ivory Coast's import trade has been held by three major trading companies—the United Africa Company, Compagnie Française de l'Afrique Occidentale—(CFAO), and Société Commerciale de l'Ouest Africain—(SCOA). These three companies still play a major role, but important changes are taking place in the structure of the Ivory Coast's distribution and marketing system and in the functions performed in the system by the major trading firms. On the one hand, an increasing number of small and medium-sized importing firms, a few of them of Ivoirien nationality, have entered the general merchandising field. On the other hand, the big three expatriate organizations—and a few others that had followed their lead in the 1920's—have begun to withdraw from some of their traditional activities—produce buying and retail and wholesale trade in consumer items for the mass market—and to redeploy their resources into more technical, capital-intensive, or specialized fields of commerce and industry.

Trading companies sell:

1. Machinery and other types of goods which require substantial investments in servicing facilities, technical staff, and spare parts inventory; and

2. High-priced, sophisticated consumer goods or specialized lines of merchandise which can be marketed through the chains of retail outlets operated by these companies.

Several American companies have made profitable connections in the Ivory Coast with small or medium-sized firms which act principally as manufacturers' representatives. These firms—both expatriate and Ivoirien—often trade in a wide variety of capital and consumer goods, although they usually prefer lines

not requiring elaborate servicing or sales facilities. Some of them will carry stocks on their own account and act both as distributor and sales manager; most, however, act chiefly as commission agents.

Many types of consumer goods and other items which do not require extensive technical or servicing facilities can be distributed effectively through the growing number of Ivoirien importer-distributors. These firms are expected to become increasingly important in the general retail field as a result both of strong public pressure for Africanization and of the redeployment policies of the large expatriate firms.

In selecting an agent, the exporter should consider carefully the advantages and disadvantages offered by each of the various classes of importers. Advantages of the major trading companies as business contacts include, generally, their coverage of the Ivory Coast and neighboring countries in terms of sales and servicing facilities (many of them, in fact, operate throughout West Africa); the potential size of their orders; the availability, in a few cases, of buying agents in the United States; their unquestioned financial reliability; and their long experience in foreign trade. At the same time, however, these companies may not be able to provide the kind of individual attention to sales promotion that the U.S. exporter needs.

Some foreign firms have exclusive importer-distributor agreements with the large trading houses but have set up their own sales and service staff, sometimes within the trading house structure. Thus, the foreign producer takes charge of sales promotion while the trading house imports and distributes the product.

Manufacturers' agents are often particularly effective in that they can offer representation which covers both the quality market—that is, the department stores and established retail outlets in urban areas—and the traditional markets of petty traders, bazaar stall holders, and market women. Depending upon the individual firm, of course, the agent may be well equipped to carry out intensive promotional work and to keep close watch on sales performance and market developments.

Advantages of dealing with Ivoirien traders include the close touch which they maintain with consumer tastes; their personal contacts with subdistributors and their knowledge of business techniques in the Ivory Coast; their ability to merchandise a line in small quantities until it gains acceptance; their ability to promote individual lines intensively; and the longrun advantages of doing business with nationals of the Ivory Coast rather than with resident foreigners.

Establishing reliable trade contacts and an effective system of distribution can be the most difficult single problem facing a prospective U.S. exporter, and the businessman planning to enter this market should be prepared to adopt a realistic approach. Capable and well-established importers in the Ivory Coast can afford to be choosy in accepting new agencies or handling new products. Most newly introduced American products will be competing with similar products from manufacturers in France and other members of the EEC who already have working arrangements with major importers. Since the largest firms already handle wide selections in most lines of imports, the American exporter may be obliged to deal with a smaller or less experienced representative than he might otherwise prefer.

The situation in this regard, of course, will vary with the individual product involved. Managers of even the largest retail chains express an interest in being contacted by exporters or manufacturers with new or competitive product lines; these firms are in business, and as with firms anywhere else in the world, they are more than happy to take on new lines which offer prospects of higher turnover or wider profit margins.

Further, small and medium-sized importers sometimes offer advantages which offset what they may lack in size. Several American firms, for example, have established very successful contacts lately with such importers who are actively seeking lines to put on the market in direct competition with established brands of merchandise for which the large European trading houses hold exclusive agencies.

Purchasing decisions in the major expatriate firms are generally made at the overseas headquarters of these companies—for the most part in Paris. A few of them, however, which are listed below, have buying offices in the United States:

Jean Abile-Gal, A. Framer, Inc., 76 Beaver Street, New York, N.Y., 10008.

Campagnie Française de l'Afrique Occidentale—CFAO, 17 Battery Place, New York, N.Y., 10004.

Compagnie Française de la Côte d'Ivoire—CFCI, Balfour, Guthrie & Co., 351 California Street, San Francisco, California, 94104.

Davum, Western Service Corporation, 601 East Avenue, Linden, New Jersey.

Société Commerciale de l'Quest Africain—SCOA, North American Tadimpex Corp., 170 Broadway, New York, N.Y., 10038.

Representatives of U.S. firms wishing to deal with any of the large importers other than the five listed above should, therefore, plan to visit their head offices.

At the same time, however, contact in person with local managers in the Ivory Coast can be very useful; judgments of the local managers as to the marketability of various products are ordinarily accepted at the home offices of these firms. It is not uncommon for agents to provide shipments on a consignment basis from local stocks so that the local manager is able to test consumer acceptance of a new line.

Ivory Coast industrial firms frequently prefer to import raw materials themselves and to effect economies by eliminating the local agent or distributor. Since the Ivory Coast economy is growing rapidly and since priority industries are entitled to substantial exemptions from customs duties and taxes, inquiries from local industrial firms should not be ignored. The first small order may lead to many larger ones.

But if an American manufacturer or exporter of producer goods really wants to penetrate this market effectively, he should consider the establishment of his own sales outlets in the Ivory Coast. A variant of this approach would be for a group of American manufacturers of noncompeting products to set up a local distributing company in the country.

In the light of the experience of the large trading companies which are withdrawing from the retailing field, such sales outlets should presumably be devoted to technical sales and servicing, i.e., importing producer's goods and operating a chain of sales and servicing facilities. This type of operation usually requires a fairly large investment in technical equipment or inventories, but such an investment should soon be recouped by the vastly increased sales which the outlet ought to generate. Instead of a European-owned and -managed organization whose major efforts are devoted to sales of European goods, many of which compete directly with the American product in question, this would be an American outlet devoted entirely to the sale of American goods.

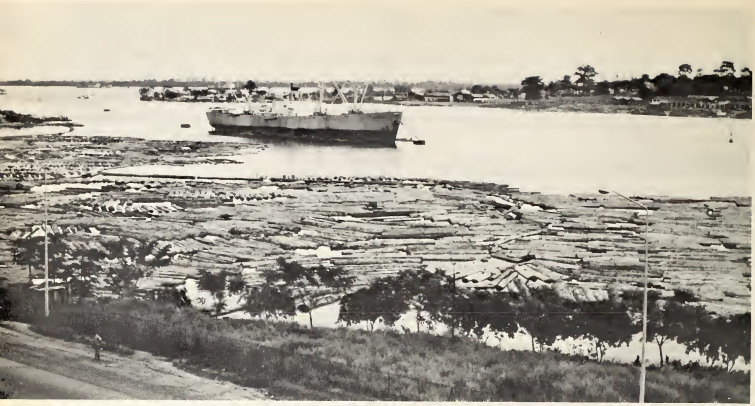
A forward-looking American company or group, aware of current political realities, ought either to find an Ivoirien qualified to manage such an outlet or have it managed by an American with several Ivoiriens of whom one could eventually become the manager. Indispensable to the success of such a program would be the training of Africans—formal or informal—to take on greater responsibilities in the organization.

Another possibility would be large-scale general merchandising, but any such undertaking would, of course, require very careful market research and financial analysis far beyond the scope of the present market survey.

QUOTATIONS AND TERMS

Sales quotations should be given c.i.f. Abidjan with these details: f.o.b. port of shipment (including any inland freight) and actual charges for ocean freight, insurance, and handling. All of these details are essential to the Ivory Coast importer who must submit a proforma invoice with his application for an import license. Quotations f.o.b. factory that do not also show inland freight and handling charges in the

DOWNTOWN ABIDJAN: Here in the Capital City of the Republic of the Ivory Coast are supplied goods and services for a regional market of more than 15 million persons.



LOGS FOR LUMBER MILLS: An oceangoing ship loads logs in the harbor at Abidjan, the Ivory Coast, for shipment to mills worldwide.

United States are completely useless to the importer and will either be disregarded by him or cause him additional unnecessary correspondence with the American supplier. Quotations should be given in dollars, using the metric system of weights and measures.

Many potential sales are lost by American suppliers because of their failure to compete on credit terms. Goods, whether for consumers or producers, that are available from stock and require no special modification for the individual customer are most frequently paid for by sight drafts that are due upon receipt of documents by the importer at Abidjan. The second most common method of payment is 30-, 60-, or 90-day notes on open account. Least common is the irrevocable letter of credit opened at the time the order is placed with the foreign supplier. Only industrial and capital goods that are not considered stock items are normally paid for by irrevocable credits opened at the time the order is placed.

Knowledge of the market and of the customer must, of course, determine the degree of use of sight drafts, time drafts, payment against documents, and open accounts. In view of the substantial competition, however, terms offered by American suppliers may, in many cases, need to be relaxed.

Suppliers can protect themselves against political and commercial risks by insuring their export sales through the Foreign Credit Insurance Association—FCIA, 110 William Street, New York, N.Y. 10004. They may also obtain U.S. Department of Commerce World Trade Directory Reports and use other marketing aids described in chapter IX.

CREDIT FACILITIES

Use of credit varies greatly in all sectors of commerce in the Ivory Coast. In the intricate distribution system through which basic consumer items ultimately reach the mass market, short term credit is commonly extended at all levels—that is, between various semiwholesalers and traders and between traders and their final customers. Virtually none of the credit extended in this manner flows through formal financial channels—it is casually arranged and based on personal acquaintance of the parties involved.

Many large importing firms and local manufacturers extend credit for short periods to their well-known customers, but such transactions are carefully monitored and usually are made only with well-established retailers or semiwholesalers. For the most part, the principal importers and manufactuers deal on a cash basis. Thus, commercial credit arrangements depend on the type of commodity involved, the size of the businesses which are parties to the transaction, and the closeness of relations between parties.

The banking system of the Ivory Coast is tied to the Banque Centrale des Etats de l'Afrique de l'Ouest—BCEAO—which is the central bank of issue of the Communauté Financière Africaine—CFA—Franc. The

CFA franc circulates not only in the Ivory Coast, but also in Dahomey, Mauritania, Niger, Senegal, Togo and Upper Volta. The Ministers of Finance of the seven countries sit as members of the board of directors of the BCEAO, which has its headquarters in Paris, France. The BCEAO branch at Abidjan rediscounts loans of the Ivory Coast commercial and other banks described below.

Consumer credit is limited almost exclusively to installment sales of motor vehicles, household appliances, and furnishings. Ordinary terms for motorcycles, automobiles, and small trucks, for example, are from ⅓ to ½ down with 12 months to pay; interest charges normally run between 15 and 20 percent per year on these loans. Special terms for automobile purchases are available, however, to Government officials whose duties require them to have a personal vehicle.

The most readily available source of credit information on firms in the Ivory Coast is the exporter's local bank. Most American banks doing international business have correspondents among the commercial banks operating in the Ivory Coast and can obtain information for their customers about Ivory Coast firms through these correspondents. Businessmen would be well advised, however, to supplement these reports with others, such as the World Trade Directory Reports of the U.S. Department of Commerce.

Between 1962 and 1965, several leading American banks have recognized the growing importance of the Ivory Coast market and have obtained equity participation in the four commercial banks as well as the new development bank.

Four commercial banks do business in the Ivory Coast and offer a normal range of local and international banking services. All are located in Abidjan, but also operate branches in other cities. They are:

Banque Internationale de l'Afrique Occidentale (International Bank of West Africa), P.O. Box 1274, Abidjan. Branches in Bouaké and Cocody (a suburb of Abidjan). Affiliated with First National City Bank of New York.

Banque Internationale pour le Commerce et l'Industrie (International Bank of Commerce and Industry), P.O. Box 1298, Abidjan. Branches in Abengourou, Agboville, Bouaké, and Treichville (a suburb of Abidjan). Affiliated with Bank of America.

Société Générale de Banques en Côte d'Ivoire, P.O. Box 1355, Abidjan. Branches in Bongouanou, Daloa, Dimbokro, Gagnoa, and Treichville. Affiliated with Bankers Trust Co. of New York.

Société Ivoirienne de Banque, P.O. Box 1300, Abidjan. Branches in Bouaké, Divo, Korhogo, Man, Sassandra and Yamoussoukro. Affiliated with Morgan Guaranty Trust Co. of New York.

AYAMÉ I: One of two hydroelectric plants on the Bia River near Ayamé, the Ivory Coast. Both Ayamé I and Ayamé II supply electric power to Abidjan.

In addition to the four commercial banks, other local sources of credit include the Banque Ivoirienne de Développement Industrielle (Ivory Coast Industrial Development Bank)—BIDI, the Caisse Nationale de Crédit Agricole (National Agricultural Credit Bank) and the Crédit de la Côte d'Ivoire.

The total capitalization of BIDI is $12.8 million. Of this amount, $5 million is in the form of an AID loan, tied to 90 percent procurement in the United States, and $5 million is an interest-free loan from the Ivory Coast Government. The remaining $2.8 million is in the form of equity participation by the American cosponsors—Chase International Investment Corporation and Lazard Frères—and by the International Finance Corporation, the Development and Resources Corporation, and eight European banks. The goal of the bank is to promote the growth of medium- and large-sized new industrial enterprises in the Ivory Coast.

The National Agricultural Credit Bank, as its name implies, devotes itself to agricultural credit. In 1964, total loans were about $3.3 million, of which 80 percent were short-term (1 month to 2 years) and the rest medium-term (2 to 10 years). It has 10 branches in the interior of the country. Equity capital is $1 million, owned entirely by the Ivory Coast Government.

The Crédit de la Côte d'Ivoire has a capitalization of $2.4 million, of which ⅚ is held by the Ivory Coast Government and ⅙ by the Caisse Centrale de Coopération Economique, a semiautonomous French corporation. About 50 percent of its loans are made to homebuilders, 20 percent to small and medium-sized enterprises, 20 percent to municipalities, and 10 percent to individual purchasers of automobiles, furniture, etc.

A SONG IN HIS HEART: Musician from the Northwest, dressed in traditional costume, accompanies himself in a song that he knows by heart.

LANGUAGE

The official language of the Ivory Coast is French, which is also the sole language of foreign trade. In certain areas of the country, the language of the open-air marketplaces is Dioula or Baoulé, but French is understood virtually everywhere.

English, whether written or spoken, is not used in Government or private circles. Knowledge of English in the Ivory Coast is far less common than in French-speaking areas of Europe. The American businessman who does not possess some knowledge of French may find himself seriously handicapped in the Ivory Coast. Though interpreters and translators can be found, competent ones are rare and expensive.

Business correspondence, documentation, and literature, even from non-French-speaking countries, are almost always prepared in French. Even in those rare instances where a factory manager has an adequate knowledge of English, correspondence and documentation in English present severe handicaps to a non-English-speaking organization. When an American bid in English is not particularly advantageous compared to those of other foreign suppliers, the local purchaser may well give preference to the foreign bid written in French. Those tender bids presented in English, whether Government or private, may not receive full consideration.

PACKING

The crates of goods for the Ivory Coast and neighboring countries must be made of rugged materials; cardboard boxes alone usually are not sufficient, and goods so packed are very likely to reach their ultimate destination in damaged condition. Goods will be handled at several points in transit, and will be ex-

posed to severe climatic conditions during transportation to inland points. Crates should be clearly marked and, where possible, of a size to facilitate loading and unloading by hand. Packing should also be such as to minimize risk of pilferage. Items subject to damage from humidity or moisture should be packed in sealed containers or waterproof materials, and perishable goods must be in airtight containers.

Faulty packing is one of the more frequently heard complaints against U.S. products not only in the Ivory Coast but throughout West Africa.

GOVERNMENT PROCUREMENT

The Government's role in the economy as a major purchaser is becoming increasingly important. Its combined operating and investment budget has increased from $134 million in 1961 to $181 million in 1965. The Ivory Coast Government has thus become a significant purchaser of sophisticated capital equipment and should not be ignored by American suppliers.

The Ivory Coast has one central procurement agency with strictly limited functions, which is the Bureau des Marchés of the Direction des Budgets et Comptes of the Ministry of Finance, Economic Affairs and Planning. Several important Government agencies and bureaus, however, make their purchases independently of the Bureau des Marchés, and they publish invitations to bid on goods and services. The more important invitations are published in the daily bulletin *(Bulletin Quotidien)* of the Chamber of Commerce. They are also published in the *Journal Officiel,* but usually too late to allow prospective bidders to act.

As a result of training and experience, the Ivory Coast Government frequently bases its bid specifications on those in use in France. In drawing up bid specifications and subsequent bid considerations, the Government relies heavily on French technical advisers and consultants.

American firms seriously interested in supplying equipment, materials, or services to the Ivory Coast Government or to semipublic corporations will require effective representation in the Ivory Coast either through an aggressive local agent or through the company's own representation. Price is not the sole factor considered by Government agencies in the award of contracts; personal contacts can be invaluable in ensuring that full information reaches responsible parties on a product's quality, reliability, and servicing and maintenance features.

Recognizing, however, that some American firms do not have adequate representation in Abidjan, the Commercial Attaché of the American Embassy there watches closely all announcements of invitations to bid. When they are of sufficient size to justify attention and when enough time is allowed for American suppliers to prepare bids, the invitations are reported promptly to the U.S. Department of Commerce, which publicizes them in the U.S. through trade associations, and other marketing aids described in chapter IX.

CHAPTER VIII

Import Regulations

TRADE POLICY

The Ivory Coast still trades primarily with France but has shown increasing signs of reorientation away from dependence on France. The Ivory Coast Government has recently indicated a sincere desire to increase its imports from the United States where a large portion of its coffee and cocoa are exported.

A commercial agreement with France, which expires on December 31, 1966, provides the Ivory Coast with certain forms of French economic assistance (e.g., marketing advantages for tropical products, salary payments to French-aid personnel, etc.). In return, the Ivory Coast agrees to purchase certain commodities from France and the franc zone, either exclusively or in specified percentages. The Ivory Coast also agrees to maintain a system of preferential tariffs which favors goods imported from France and the franc zone.

These tariffs have been modified by the application of the Yaoundé Convention between the EEC and the Associated Overseas Countries—AOC's. With the entry into force of the Yaoundé Convention on June 1, 1964, the AOC's were committed to cease within 6 months all discrimination in favor of France and the franc zone vis-à-vis other members of the EEC. Accordingly, effective December 1, 1964, the Ivory Coast began to apply the same tariff preferences to the other members of EEC (i.e., Benelux, Germany, and Italy) which it had previously applied to France and the franc zone. The Ivory Coast is also one of the seven members of the West African Customs Union—WACU, the others being Dahomey, Mali, Mauritania, Niger, Senegal, and Upper Volta.

In order to implement these agreements, the Ivory Coast has established a system of import licensing, import quotas, and exchange controls. That system favors imports from the EEC and consequently creates obstacles to imports from the United States. However, the recent rapid growth of Ivory Coast dollar earnings and liberalization of import quotas which apply to the United States have considerably brightened the future for American sales in this market. Furthermore, prior to early 1965, there were serious procedural obstacles to the importation of capital goods from the United States if similar goods were available in France. The recent removal of these obstacles by the Ivory Coast Government is another favorable sign for U.S. exporters.

IMPORT TARIFFS AND TAXES

Most items listed in the Ivory Coast customs tariff are subject to duty. Dutiable goods are assessed with a customs duty, which for most goods ranges from 5 to 25 percent ad valorem, and a fiscal duty, which averages between 10 and 15 percent ad valorem. All ad valorem duties are assessed on a c.i.f. basis.

Typical import duty rates on a few categories of goods which are, or could be, important in U.S. trade with the Ivory Coast are, in percent:

	Customs duty	*Fiscal duty*
Road building and heavy construction equipment	5 to 15	Free
Agricultural machinery	Free	Free
Forestry machinery	5	Free to 5
Refrigeration and air conditioning equipment	5	Free to 10
Electrical and electronic equipment	5 to 15[1]	Free to 20
Chemicals	Free to 20[2]	Free to 80[3]
Insecticides	5	Free to 5
Wheat	2	0.5

[1] Most items 7%.
[2] Most items 5%.
[3] Most items Free to 20%.

Commodities imported from the EEC nations and their AOC's are exempted from payment of the cus-

PRESIDENTIAL PALACE: Executive headquarters in the Ivory Coast, comparable with the White House, Washington, D.C.

toms duty while shipments from all other countries (including the United States) are liable for this duty. The fiscal duty is applied equally to shipments from all countries.

Additional import taxes are applied equally to shipments of any national origin. All imports, except capital goods, pay a special import duty (tax) equal to 10 percent of the c.i.f. value of the goods. Furthermore, shipments are subject to a tax on value added, equal to 11 percent of the combined total of the c.i.f. value plus all duties and taxes paid. For certain products this tax may be as high as 23 percent or as low as 5 percent. The tax on value added is not levied on petroleum products, alcoholic beverages, tobacco, or cartridges, which are subject to other taxes. A complete listing of the import duties and surtaxes described above is contained in the publication entitled *Tableau des Droits d'Entrée et de Sortie de la République de Côte d'Ivoire*, which is published by the Société Africaine d'Editions et de Publicité, P.O. Box 2626, Abidjan, Ivory Coast.

All import duties and customs charges are payable in CFA (African Financial Community francs), and conversion is made at the official rate of exchange. Officially, 246.8 CFA francs equal US$1.

OTHER TRADE REGULATIONS

The necessary documents for surface or air shipments to the Ivory Coast include the commercial invoice, bill of lading, certificate of origin, and a packing list. If the certificate of origin is not available, then a consular invoice must be obtained to establish the country of origin.

No special form of commercial invoice is needed

nor are there any special regulations concerning the preparation of the bill of lading. Certificates of origin are generally required for goods not originating in France. Packing lists are considered essential for expediting goods through customs.

Sanitary certificates or special authorization from the appropriate Ivory Coast Government agency are required for the importation of certain plants and animals, arms, munitions, and military uniforms and decorations.

Shipments should be labeled with the name of the country of origin and all cigarettes must be labeled in French with the name of the country in which they will be sold.

In general, all imports from countries other than France and the franc zone are subject to import authorization consisting of either import licenses for goods subject to quotas, or import certificates for goods not subject to quota. Nonquota goods consist of certain raw materials and semifinished goods which have previously not been important in trade between the United States and the Ivory Coast. Spare parts for machines are also free of quotas. Imports from France and the franc zone must be documented by import declarations; but there are no restrictions on such imports and the declarations are used solely for statistical purposes.

Import licenses are issued only to licensed traders and then only for specified types of goods. They are valid for 6 months with extensions granted twice for 3 months each for consumer goods and 3 times for 6 months each for capital goods.

The Ivory Coast formulates an annual import program which establishes quotas for shipments from outside of France and the franc zone. There is a Common Market quota, a global quota (includes United States), a quota for bilateral commercial agreements, and a Soviet-bloc quota. These quotas specify the total foreign exchange available for purchases from each group of countries; within each quota, the exchange is allocated by groups of commodities. Application for import quotas for consumer goods must be made semiannually. Importers receive allocations based largely on past turnover although newly-established importers receive a basic allotment.

The importation of certain items, such as distilling equipment, live animals, arms and ammunition, rough diamonds, obscene literature or films, saccharin, narcotics, explosives, and living plants or seeds, is prohibited or restricted. Importation of nonprohibited items can only be made under the authority of the appropriate local government agency.

Foreign exchange in the Ivory Coast is controlled by the Office of Exchange Operations under the External Finance and Foreign Exchange Service. This office is primarily concerned with all commercial and financial transactions with countries other than France or the franc zone.

Exchange is made available through authorized banks for imported goods covered by an import license or import certificate.

More detailed information concerning the Ivory Coast's import regulations is contained in the *Overseas Business Report* (OBR) 64-60, "Foreign Trade Regulations of the West African Customs Union (Dahomey, Ivory Coast, Mali, Mauritania, Niger, Senegal, Upper Volta) and Togo," of June 1964. This OBR is available for 15 cents per copy from any Department of Commerce Field Office or from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402.

CHAPTER IX

Marketing Aids

U.S. GOVERNMENT

American businessmen doing business abroad often profit from the advice and guidance of governmental agencies.

Information on commercial conditions in the Ivory Coast and neighboring countries may be obtained from the Africa Division, Office of International Regional Economics, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C., 20230, or from any of the Department's Field Offices, which are located in principal cities of the United States. (See list of field offices in appendix C.) Available data include reports on economic conditions, trade, laws relating to doing business, import and exchange controls, ports and tariffs. Much of this information has already been published for use by exporters. (See list of recent publications on the Ivory Coast and neighboring countries in appendix D.)

The Department of Commerce also publishes a weekly magazine entitled INTERNATIONAL COMMERCE which contains not only articles describing general economic conditions throughout the world, but also specific trade leads and investment opportunities. Subscriptions to this magazine may be obtained from the Department of Commerce for $16 per year.

Information on specific commodities or industries is available from the Business and Defense Services Administration—BDSA, U.S. Department of Commerce, which collects, analyzes, and publishes information on the worldwide commercial activity of 20 general industry categories. A complete list of BDSA publications may be secured from any Field Office or the U.S. Department of Commerce, Washington, D.C., 20230.

Information on agricultural commodities, livestock, and agricultural development programs is available from the Foreign Agricultural Service of the U.S. Department of Agriculture, Washington, D.C., 20250.

In planning trips to the Ivory Coast and neighboring countries, American businessmen are advised to make advance arrangements by visiting or writing the Commercial Intelligence Division of the U.S. Department of Commerce, Washington, D.C., 20230. If that Division is supplied with facts on the itinerary and purposes of the trip, the American Embassy in Abidjan can be alerted to provide appropriate assistance, upon the businessman's arrival in Abidjan. Even when the Embassy has been notified of the trip by the Department of Commerce, a letter to the Embassy giving latest schedule changes is desirable. Upon reaching the Ivory Coast, American businessmen are encouraged to call on the commercial officer at the Embassy and to avail themselves there of all the facilities. In connection with business trips to Africa, see also appendix E, Notes for Business Travelers.

The commercial officer reports on the business standing, reputation, ability, and activity of leading Ivory Coast firms. His reports may be obtained from the U.S. Department of Commerce or the Field Offices for a nominal fee. A detailed description of these reports, which are called World Trade Directory Reports, or WTDR's, is available on request.

A Trade List of Ivory Coast business firms contains lists of importers and dealers, exporters, industrial firms, trade associations, and trade publications. The list of importers and dealers indicates the relative size of each firm, method of operation, products handled, and territory covered. The list of manufacturers indicates the products handled and the pro-

duction capacity of each firm. Trade lists are also available from the U.S. Department of Commerce or the Field Offices for a nominal fee.

Trade Contact Surveys provide a specialized, on-the-scene investigation designed to find in a particular country several foreign firms that meet the U.S. businessman's individual requirements and that express an interest in the representation he offers. These surveys, which cost $50 each, are conducted by Foreign Service Officers abroad on behalf of any qualified U.S. firm. Further information and necessary application forms are available from any Field Office or from the Commercial Intelligence Division.

Many exporters may find the export guarantees and export credit insurance offered through the facilities of the Export-Import Bank of Washington—Eximbank, 811 Vermont Avenue, NW., Washington, D.C., 20005, to be worthwhile in financing foreign sales. Information on the Eximbank's programs is available through local commerical banks or from the Eximbank.

To supplement its own dollar loans, the bank makes financial assistance from private sources more readily available to the American exporter. The bank underwrites foreign credit insurance, issues guarantees to commercial banks, and considers direct guarantees and financing for exporters when either insurance or commercial bank assistance cannot be obtained. In providing these facilities, the bank takes into consideration:

The ability of the importer to make payment.

The appropriateness of the credit terms involved.

The ability of the importer's country to service dollar debts.

The Eximbank also maintains programs to provide export consignment insurance.

United States exporters can now get faster, better, and more flexible credit insurance service. Five programs are available to facilitate credit extension on favorable commercial terms to overseas customers. Four of the programs provide insurance policies issued by the Foreign Credit Insurance Association—FCIA and underwritten by that association and the Eximbank. FCIA is an association of over 70 private insurance companies. The fifth program, designed so that exporters may seek nonrecourse financing from their banks, consists of guarantees by the Eximbank to commercial banks or other financial institutions.

Most of the FCIA's policies have been for short-term transactions, that is, up to 180 days. Exporters who supply consumer goods abroad find that this coverage enables them to sell on 90-, 120-, or 180-days. The comprehensive short-term policy insures up to 85 percent of the political risks. It is also possible to insure against political risks alone.

Insurance for medium-term transactions is also available in both comprehensive and political-risk-only policies. Terms vary from 181 days to 5 years. Much of this type of insurance relates to sales of capital goods and equipment.

BUSINESS ORGANIZATIONS

Many service organizations, such as banks, insurance brokers, transportation companies, freight forwarders, advertising agencies, and market research organizations, offer specialized services for the exporter. In addition, the following associations are concerned with the promotion of U.S. foreign trade and may be able to furnish useful services: the National Foreign Trade Council, 10 Rockefeller Plaza, New York, N.Y., 10020; the Foreign Commerce Department of the Chamber of Commerce of the United States, 1615 H Street, NW., Washington, D.C., 20005; and the African-American Chamber of Commerce, Inc., 99 Church Street, New York, N.Y., 10007.

FOREIGN SOURCES

Several business directories covering the Ivory Coast and neighboring countries contain classified or alphabetical lists of firms or other relevant information for businessmen. All of those listed below, except the *West African Directory*, are written in the French language.

Annuaire National de la République de Côte d'Ivoire. Annual. An essential tool. Contains general political and economic information, including listings of Government officials with their titles, addresses, and telephone numbers as well as classified business directory information. 275 pages. 600 fr CFA. Annuaire National de la République de Côte d'Ivoire. B.P. 1265. Abidjan, Ivory Coast.

Guide d'Escale en Abidjan. 1965. Contains a highly detailed classified directory of Abidjan. 143 pages. 500 fr CFA. Société Africaine d'Editions et de Publicité, B.P. 2626, Abidjan, Ivory Coast.

Guid' Ouest Africain. Annual. Includes particularly detailed information on prefectures, subprefectures, and small towns throughout French-speaking West Africa as well as business directory information. 464 pages. 650 fr CFA. Diloutremer, 9 Rue Louis-le-Grand, Paris, France.

L'Usine Moderne au Service de l'Afrique Noire. 1964. Consists of cross-referenced listings of local agents in Africa of manufacturers throughout the world. 442 pages. 675 fr CFA. L'Usine Moderne, 127, Champs Elysées, Paris 8e, France.

Sociétés et Fournisseurs d'Afrique Noire et de Madagascar. Annual. Along with brief general political and economic information, contains the most complete listing of companies operating in French-speaking Africa and the most detailed information on each company of any directories listed here. 1,057 pages. 3,600 fr CFA. La Documentation Africaine, 57 Avenue d'Iéna, Paris 16e, France.

West African Directory 1964-65. Includes commercial, financial, economic, and political information and classified business directories for all West African countries. 634 pages. £ 2. 2.0. Thomas Skinner & Co. (Publishers) Ltd., St. Alphage House, Fore Street, London, E. C. 2.

TRADE ASSOCIATIONS

The chambers of commerce, of industry, and of agriculture are elective, quasi-governmental organizations, which act as the official liaison between the Government and private enterprise. Members of these organizations include almost all established commercial and industrial firms and large plantations in the Ivory Coast. The chambers perform all functions normally associated with such organizations, acting as representatives of the business community, furthering common interests of the members, and holding meetings to discuss proposed legislative changes which would affect their interests and other pertinent matters.

The Chamber of Commerce of the Ivory Coast at Abidjan publishes a monthly bulletin, over 100 pages in length, which gives thorough coverage of developments affecting the economy of the country and also lists trade inquiries received from abroad. The latter is a useful service through which an American firm may be able to establish business contacts in the country. The Chamber of Commerce also issues a daily bulletin which publicizes, among other things, invitations to bid on Government contracts.

The Chamber of Industry of the Ivory Coast at Abidjan also issues a monthly bulletin—about 50 pages long—which contains much useful information.

The chambers of commerce and of industry are able to assist visiting businessmen in making local contacts, in obtaining general economic or commercial information, or in establishing an operation.

Trade associations in the Ivory Coast may also be useful points of contact. Practically all business firms, large and small, belong to an association. The names and addresses of the leading associations are included

ABIDJAN ABUNDANCE: The Hotel Relais de Cocody, in the Capital City of the Ivory Coast.

in the Trade List of Ivory Coast Business Firms as well as the *Annuaire National.*

OFFICIAL REPRESENTATION

The Government of the Ivory Coast is represented in the United States by the Embassy of the Ivory Coast at 2424 Massachusetts Avenue, NW., Washington, D.C., 20008 (Telephone HO-3-2400); by the Ivory Coast consulate, Suite 808, 521 Fifth Avenue, New York, N.Y., 10017 (MU-7-6327); and by the Ivory Coast Stabilization Fund at 120 Wall Street, New York, N.Y., 10005 (Telephone HA-5-2277). The fund office is concerned primarily with the sale of coffee, cocoa, and other Ivory Coast exports while the Embassy is prepared to answer inquiries on investment and other economic subjects.

The United States maintains an Embassy at the corner of Avenue Crosson-Duplessis and Avenue Général de Gaulle in Abidjan (telephone 26031). The Embassy publishes a periodic commercial newsletter in French, which is sent to some 250 leading business firms throughout the country. Announcements on behalf of American firms seeking sales or representation in the Ivory Coast are included in the newsletter when the products or services have, in the opinion of the Embassy, a potential market in the Ivory Coast. The Commercial Attache maintains a commercial reading room, which is frequently consulted by local businessmen. American manufacturers and exporters are urged to send catalogs and other sales literature for this reading room. Business visitors are invited to call on the Commercial Attache at the Embassy; he is intimately familiar with commercial and industrial developments in the country and is often able to provide valuable information or to assist the traveler in making business contacts.

ADVERTISING

Advertising is particularly effective in the Ivory Coast and neighboring countries, because of the impressionable nature of many of the residents, especially the lower income groups who have been newly exposed to the conveniences and symbols of modern living and who are just beginning to acquire the means to possess them. Thus, as incomes grow, advertising crystallizes latent demands into actual consumer purchases.

In view of the essentially conservative buying habits of most of the consumers, manufacturers have found advertising to be not only effective but necessary in securing widespread acceptance of new products on the market. At the same time, with increasing competition, even those producers with old established lines have increased their advertising, both in scope and intensity, to keep their products in the mind of the buying public and to maintain sales.

As a rule, uncomplicated and straightforward presentation has proved most effective. With the low rate of literacy in the country, advertisers invariably use clear, uncluttered illustrations and simple messages aimed at establishing direct product recognition. Most advertising for consumer goods appeals directly and openly to the consumers' aspiration for financial success, physical prowess, and especially, popularity; subtlety in presentation is not generally profitable.

Factors influencing the Ivoirien's decision to buy are not always identical with those of his American or European counterpart, and unless the characteristics of the buyer in the Ivory Coast are taken fully into account, an advertising campaign might misfire completely. Small points in wording of advertising copy, for example, can have an important bearing on the effectiveness of a sales promotion program; although French is the official language, levels of comprehension vary widely, and local usage sometimes differs from that in France and even more from that in French-speaking Canada, where some American French-language copy originates.

Advertising in almost any medium is available in the Ivory Coast—in newspapers and magazines, on billboards and neon signs, by slides and short films in local movies, over the radio and television networks, via local exhibitions and displays, and through direct mail. Among the more potent media are radio and television, movies, and newspapers.

Radio advertising will reach an estimated 1 million listeners a day, based on an average of 6 listeners per set and 175,000 sets. The Government-controlled radio network operates two different programs throughout most of the day and evening: one entirely in the French language, the other partly in French and partly in five different vernacular languages.

At the end of 1964, with only one 10 kw. transmitter in operation, television programs were limited to 2¼ hours every evening, but increased programing was planned for the near future. While the number of television sets was not large (about 1,500), the average number of viewers per set was at least 50, since many receivers were located in community viewing centers, where daily attendance varied from 200 to 300 persons. This would indicate about 75,000 viewers per day. Early in 1965, two 10 kw. relay transmitters (each with an effective radius of over 125 miles) were installed at Bouaflé and Man and a third relay transmitter was installed at Bondoukou late in 1965. When all four transmitters are in operation, virtual nationwide television coverage will be assured and advertising effectiveness of the medium enhanced.

Movie advertising is extremely effective for products which lend themselves to mass appeal and impulse buying—cigarettes, beverages, cosmetics—just

LUXURY HOTEL: Hotel accommodations in Abidjan include two luxury hotels, such as the Hotel Ivoire seen here, as well as several first-class ones. Most hotel rooms are air conditioned.

as TV advertising does in the United States. In Ivory Coast movie theaters—there were 16 in Abidjan and more than 40 up country in 1965—the feature film is always preceded by about 10 to 15 minutes of still or animated commercials. An advantage of theater advertising is that it reaches a population above the subsistence level and with some disposable income; admission prices ordinarily run from the equivalent of 20¢ to $1.

Only two newspapers are published in the Ivory Coast—one daily, Fraternité-Matin (circulation—10,000), and one weekly, Fraternité (circulation—18,000). While these circulation figures are fairly low, readership per copy is very high, as it is common for the paper to be read aloud—every word of it, including advertisements—in many villages and marketplaces. Both local newspapers are in the French language and advertising rates are quite low. A number of daily newspapers from France are also circulated.

Several popular magazines enjoy wide circulation. As with newspapers, multiple readership is very high; estimated life of many magazines is 4 months and readership per copy is placed by some as high as 15 and 20. The following are some of the more widely circulated popular magazines: Bingo, Paris Match, Jeune Afrique, La Vie Africaine, and the European edition of Time.

There are numerous trade associations in the Ivory Coast, and several of them publish excellent monthly bulletins (e.g., Syndicat des Entrepreneurs et Industriels, Syndicat des Exportateurs et Negociants en Bois, Syndicat des Industriels). Although none of these bulletins has contained any paid advertising in the past, there may be no valid reason why they should not start doing so.

Most Ivory Coast businessmen also read several trade journals published in France and Senegal which do carry advertising. Leading publications of this type are:

Marchés Tropicaux et Méditerranéens. A weekly magazine, published by René Moreux et Cie., 190 Boulevard Haussmann, Paris 8e, France, which regularly carries articles on trade, industry and agricul-

ture in French-speaking Africa. There are annual market reviews of the entire area and frequent special issues devoted to individual product groups or countries. Some of the latter are put out in special English-language editions; the latest such issue on the Ivory Coast was dated June 15, 1963.

Bulletin de l'Afrique Noire. A weekly journal, published by Ediafric, 57, Avenue d'Iéna, Paris 16e, France. Contains articles on political and economic developments in Africa, with emphasis on the French-speaking areas.

Moniteur Africain du commerce et de l'industrie. A weekly newspaper for businessmen, summarizing economic developments in French-speaking West Africa. Published by Moniteur Africain, 17 Avenue Jean Jaurès, Dakar, Senegal. B.P. 1877.

Among the trade publications which may be most promising as advertising media, reference should also be made to the business directories listed above under the section, Foreign Sources.

Point-of-sale advertising is used increasingly in department stores and larger established retail outlets in the Ivory Coast. Managers of these stores are aware of the importance of attractive product presentation and of the effect proper placement of merchandise can have on impulse buying. Display material from manufacturers is welcomed and, when provided, is invariably used to great advantage. In the smaller retail shops and market stalls throughout the country, however, such merchandising aids are seldom, if ever, used. Goods are usually stacked or arranged in an orderly manner, but space limitations and the small stocks of any particular item usually carried by these merchants preclude the use of elaborate display material. Product presentation is important in this marketing situation, as it is in any other, however, and much can be done through attractive packaging.

Other advertising media used in the Ivory Coast include bus and train placards, posters, billboards, and traveling sales promotion vans.

Advertising in buses is used especially in the Abidjan area where the only municipal bus system of the country is operated. Train placards are displayed to some 2¼ million railroad passengers annually. Posters and billboards are used extensively in cities and towns.

Sound vans are a widely used and very effective method of advertising. These vans, generally operated by manufacturers' agents or by direct importers with exclusive lines, travel to the cities, towns, and even to small villages. Music or other entertainment is used in order to attract a crowd; this is followed by an intensive sales presentation and a demonstration of the product. Advertising with vans is an expensive operation in terms of cost per customer

VILLAGE MARKET: The Ivory Coast market women usually do a brisk business in pots but this was a dull day.

reached, but it is considered to be highly effective and indeed essential as a means of introducing new products into more remote market areas.

The direct advertising approach may be particularly effective in certain cases, notably in selling machinery and equipment. Some local firms can arrange small exhibitions and several firms have showrooms of their own for product display. Supplying samples, pamphlets, catalogs, and other sales literature to individual buyers is a good practice and is often decisive in making a sale.

Whatever the medium used, advertising in the Ivory Coast should be adapted to the local African population since they comprise the mass of the consuming public. The adaptation, however, should not have the effect of disguising the foreign origin of the product inasmuch as the foreign character of a product generally gives it a high social and pecuniary value. Rather the idea is to emphasize its foreign origins in a way which is clearly understood by the public. For example, if people are depicted, they should have typically African faces; and signs and movies should have French subtitles. Consumer goods are often given an African name for use in ads and sales literature.

The importance of adapted advertising underscores the desirability of relying on local facilities through which to carry on an advertising program. There are at least four advertising firms operating in the Ivory Coast, and all of them provide services in other African countries as well. Two of the firms are under French management; the others are managed by Ivoiriens. One of the former is also prepared to do market research.

Appendixes

APPENDIX A. American Firms in the Ivory Coast

This list has been compiled from information supplied by American Foreign Service Officers abroad under the direction of the Secretary of State. While every effort has been made to include in the list only firms of good repute, no responsibility can be assumed in connection with any persons or firms listed herein, nor for any transactions had with such persons or firms.

African Petroleum Terminals, Ltd., P.O. Box 986, Abidjan.

Allis-Chalmers, c/o CAEI-Cie. Africaine d'Equipment Industriel, P.O. Box 836, Abidjan.

Bank of America, c/o BICICI—Banque Internationale pour le Commerce et l'Industrie en Côte d'Ivoire, P.O. Box 1298, Abidjan.

Bankers Trust Co., c/o Société Générale de Banques en Côte d'Ivoire, P.O. Box 1355, Abidjan.

Caterpillar Tractor, c/o Manutention Africaine, P.O. Box 1299, Abidjan.

Chase Manhattan Bank, c/o BIDI—Banque Ivoirienne de Développement Industriel, P.O. Box 4470, Abidjan.

Delta Lines, c/o Cie. Maritime de Chargeurs Réunis, P.O. Box 1295, Abidjan.

Development and Resources Corporation, P.O. Box 2403, Abidjan.

Farrell Lines, c/o UMARCO, P.O. Box 1559, Abidjan.

Firestone Tire & Rubber Co., c/o Gruber, P.O. Box 1294, Abidjan.

First National City Bank of New York, c/o BIAO—Banque Internationale de l'Afrique Occidentale, P.O. Box 1274, Abidjan.

Goodyear International Company, c/o Stokvis, P.O. Box 1756, Abidjan.

Intercontinental Hotel Corporation, c/o Hotel Ivoire, P.O. Box 8001, Abidjan.

IBM World Trade Corporation, c/o IBM—France, P.O. Box 964, Abidjan.

International Harvester Export Company, c/o CFAO—Cie. Française de l'Afrique Occidentale, P.O. Box 1278, Abidjan.

Ivoirienne-American Construction Co., P.O. Box 1672, Abidjan.

Kaiser Engineers & Constructors, P.O. Box 2790, Abidjan.

Mack Trucks, Inc., P.O. Box 2407, Abidjan.

Morgan Guaranty Trust Co., c/o Société Ivoirienne de Banque, P.O. Box 1300, Abidjan.

Pan American World Airways, c/o Hotel Ivoire, P.O. Box 8001, Abidjan.

Chas. Pfizer & Co., P.O. Box 4135, Abidjan.

Riegel Textile Co., c/o ICODI—Société des Impressions sur Tissus, P.O. Box 2507, Abidjan.

Simmons Co., cço Société Ivoirienne Simmons, P.O. Box 2578, Abidjan.

Singer Sewing Machine Company, P.O. Box 1531, Abidjan.

Socony-Mobil Oil Co., c/o Mobil Oil A.O., P.O. Box 1777, Abidjan.

Standard Fruit Company, c/o SONACO—Société Nationale de Conditionnement, P.O. Box 1119, Abidjan.

Standard Oil Co. of New Jersey, c/o Esso, P.O. Box 1598, Abidjan.

Texaco, c/o Texaco Africa, Ltd., P.O. Box 1782, Abidjan.

Van Camp Sea Food, c/o SOGIP—Société Générale pour l'Industrialisation de la Pêche, P.O. Box 1494, Abidjan.

Virginia Wood Products Co., c/o Société Bernard André, P.O. Box 2719, Abidjan.

West African Services Co., Inc., c/o Polyplast, P.O. Box 2367, Abidjan.

Westinghouse Electric Co., c/o SCOA, Société Commerciale de l'Ouest Africain, P.O. Box 1276, Abidjan.

Harry Winston & Company, c/o Société Waston, P.O. Box 8001, Abidjan.

APPENDIX B. Priority Enterprises

Under the Investment Law of September 3, 1959, all firms which qualify as priority enterprises are entitled to certain tax advantages and other privileges. One of the most important of these privileges, from the point of view of the American exporter, is exemption from the droit de douane, or customs duty, both for capital goods and for raw materials. This means that American firms selling to priority enterprises are on the same footing as French and other EEC suppliers, as far as import duties are concerned. This is, of course, not the case for other U.S. exports to the Ivory Coast where preferential tariff rates apply to goods from the EEC. The following is a list of priority enterprises as of September 1, 1965.

Food Processing, Tobacco, Matches

AFRILAIT (Société Africaine du Lait), (P. O. Box 1215), Abidjan. Type: Manufacturer of recombined and bottled milk. Capacity: 8,000 tons of fresh milk equivalent. Capital: 100 million francs CFA.

BESTLAIT (P. O. Box 4471), Abidjan. Type: Manufacturer of recombined and bottled milk. Capacity: 2,000 short tons of fresh milk equivalent. Capital: 25 million francs CFA.

CAPRAL (Compagnie Africaine de Préparations Alimentaires et Diététiques), (P. O. Box 1021), Abidjan. Type: Manufacturer of soluble coffee. Capacity: 2,500 tons of green coffee—700 tons of powdered coffee a year. Capital: 50 million francs CFA.

GMA (Les Grands Moulins d'Abidjan), (P. O. Box 1743), Abidjan. Type: Wheat flour mill. Capacity: 40,000 tons of wheat flour a year. Capital: 2 billion francs CFA.

SACO (Société Africaine de Cacao), (P. O. Box 1045), Abidjan. Type: Manufacturer of cocoa butter and powder. Capacity: 12,000 tons of cocoa beans a year (10,000 tons of butter and powder). Capital: 200 million francs CFA.

SALCI (Société Alsacienne de la Côte d'Ivoire), (P. O. Box 1191), Abidjan. Type: Pineapple canning factory. Capacity: 20,000 short tons of fruit a year to be expanded to 30,000 tons a year in 1967. Capital: 459 million francs CFA.

SOTROPAL (Société Tropicales des Allumettes), (P. O. Box 1873), Abidjan. Type: Match factory. Capacity: 80 million boxes of 50 sticks a year. Capital: 105.6 million francs CFA.

Fats and Oils, Petroleum, Chemical Products, Paints, Plastics

CCP (Compagnie du Caoutchouc du Pakidié), (P. O. Box 1191), Abidjan. Type: Rubber plantation and latex refinery. Capacity: 150 short tons of latex. Capital: 415 million francs CFA.

CIP (Côte d'Ivoire Plastique), Zone 4, Km. 5 (P.O. Box 778), Abidjan. Type: Manufacturer of plastic sandals and household articles. Capacity: Not yet in operation. Capital: 26.5 million francs CFA.

HSL (Huilerie et Savonnerie des Lagunes Blohorn), (P. O. Box 46), Abidjan. Type: Manufacturer of oil and soap. Capacity: Soap 15,000 short tons; oil 8,000 short tons (to be expanded). Capital: 378 million francs CFA.

LPA (Laboratoires Pharmaceutiques Africains), (P. O. Box 167), Abidjan. Type: Manufacturer of pharmaceutical products. Capacity: Production to begin in 1965. Capital: 80 million francs CFA.

MIPA (Manufacture Ivoirienne des Plastiques Africains), (P. O. Box 2465), Abidjan. Type: Manufacturer of plastic articles, primarily shoes. Capacity: 1 million pairs of shoes a year in 1965. Capital: 8 million francs CFA.

PHCI (Société Plantations et Huileries de Côte d'Ivoire), (P. O. Box 715), Abidjan. Type: Palm oil plantations and eventual refiner of palm oil. Capacity: Refinery not yet operating. Capital: 120 million francs CFA.

SAEC (Société Abidjanaise d' Expansion Chimique), (P. O. Box 2578), Abidjan. Type: Manufacturer of paints, varnish and dyes. Capacity: 120 short tons a month in 1965. Capital: 30 million francs CFA.

SAPH (Société Africaine de Plantations d'Hévéas), (P. O. Box 1322), Abidjan. Type: Rubber tree plantation and latex refinery. Capacity: Refinery not yet in operation. Capital: 1,760 million francs CFA.

SAPROCSY (Société Africaine de Produits Chimiques et de Synthèse), Boulevard Lagunaire de Cocody (P. O. Box 46), Abidjan. Type: Manufacturer of synthetic detergents. Capacity: 7,200 short tons a year. Capital: 25 million francs CFA.

SIPEC (Société Ivoirienne de Peintures et Colorants), Rue Brossette Valor, Zone 1 (P. O. Box 1825), Abidjan. Type: Manufacturer of paints, varnish, etc. Capacity: 1,800 short tons a year. Capital: 20 million francs CFA.

SIR (Société Ivoirienne de Raffinage) Immeuble Fakhry (P. O. Box 2447), Abidjan. Type: Petroleum refinery (gasoline, fuel oil, butane, etc.). Capacity: 700,000 short tons a year beginning in 1966. Capital: 1 billion francs CFA.

Société Shell de l'Afrique Occidentale, 5, Avenue Chardy (P. O. Box 1348), Abidjan. Type: Manufacturer of insecticides. Capacity: 410,000 liters a year. Capital: 84,483,000 francs CFA.

SOFACO (Société Africaine de Fabrication, Formulation et Conditionnement), Zone 4A (P. O. Box 1216), Abidjan. Type: Manufacturer of insecticides. Capacity: 300 short tons, to be expanded to 2,000 tons in 1966. Capital: 15 million francs CFA.

Building Materials, Wood

CIB (Compagnie Industrielle du Bois), (P. O. Box 813), Abidjan. Type: Sawmill, plywood, veneer, etc. Capacity: 4,860 cubic meters of wood in 1966—not yet operational. Capital: 20 million francs CFA.

SICM (Société Ivoirienne des Ciments et Matériaux). Type: Cement factory; uses imported clinkers. Capacity: 150,000 tons a year beginning in 1967. Not yet operational. Capital: 90 million francs CFA.

Textiles and Clothing

BATA Ivoirienne, Avenue Houdaille (P. O. Box 1762), Abidjan. Type: Manufacturer of shoes. Capacity: 3 million pairs a year in 1965. Capital: 63 million francs CFA.

DRA (Etablissements Devanlay Recoing Afrique), (P. O. Box 1560), Abidjan. Type: Manufacturer of cotton underclothes and hosiery. Capacity: 2 million pieces a year. Capital: 75 million francs CFA.

ICODI (Société des Impressions sur Tissus de Côte d'Ivoire), Zone Industrielle (P. O. Box 2507), Abidjan. Type: Manufacturer of printed textiles. Capacity: 3 million meters a year of "fancy" cloth. Capital: 240 million francs CFA.

MACODI (Manufacture de Confection de Côte d'Ivoire), Route de Port-Bouet, Km. 8 (P. O. Box 944), Abidjan. Type: Manufacturer of clothing. Capacity: 100,000 pieces a year.

SAB (Société Africaine de Bonneterie), Immeuble Fakhry, Boulevard de Marseille (P. O. Box 4331), Abidjan. Type: Manufacturer of hosiery. Capacity: 150 dozen articles per day. Capital: 22.5 million francs CFA.

SAFRIC (Société Africaine de Confection), Zone Industrielle (P. O. Box 2544), Abidjan. Type: Manufacturer of men's and women's wear, pants and shirts made of cotton. Capacity: 200,000 pieces a month. Capital: 50 million francs CFA.

SATEX (Société Africaine de Textiles). Type: Textile wholesalers. Capital: 80 million francs CFA.

Metalworking, Mechanical and Electrical

ABI (Abidjan Industries), (P. O. Box 343), Abidjan. Type: Foundry, mechanical construction (decorticators, hydraulic pumps, etc.). Capacity: Not known. Capital: 10 million francs CFA.

CARENA (Compagnie Abidjanaise de Réparations Navales et de Travaux Industriels), Baie du Banco, à côté du Parc-à-

Bois (P. O. Box 453), Abidjan. Type: Shipbuilder, drydock and industrial foundry. Capacity: 1 drydock; 4 shipways; boats up to 600 tons. Capital: 75 million francs CFA.

MAC (Manufacture Africaine du Cycle), (P. O. Box 1768), Abidjan. Type: Manufacturer of bicycles. Capacity: 35,000 bikes a year. Capital: 75 million francs CFA.

MECANEMBAL (Société Africaine d'Emballages Métalliques), (P. O. Box 742), Abidjan. Type: Manufacturer of tin cans and other containers. Capacity: 2.2 million units a year in 1963, to be expanded to 3.9 million in 1967. Capital: 25 million francs CFA.

SAFAR (Société Africaine de Fabrication des Automobiles Renault); Route de Port-Bouet (P. O. Box 1336), Abidjan. Type: Renault car, truck and tractor assembly plant. Capacity: 20 units a day (actual production about 10 per day). Capital: 50 million francs CFA.

SAR (Société Africaine Radioelectrique), (P. O. Box 1238), Abidjan. Type: Radio and television apparatus plant. Capacity: 10,000 transistor receivers; 800 television receivers; 1,000 record players. Capital: 100 million francs CFA.

SIGAL (Société Ivoirienne de Galvanisation), Km. 4, Route de Port Bouet (P. O. Box 1117), Abidjan. Type: Manufacturer of galvanised iron sheet. Capacity: Not known. Capital: 50 million francs CFA.

SOTREC (Société des Tréfileries et Clouteries de la Côte d'Ivoire), (P. O. Box 798), Abidjan. Type: Manufacturer of nails, wire, etc. Capacity: 5,000 tons a year. Capital: 20 million francs CFA.

Mining

Compagnie de MOKTA (P. O. Box 1848), Abidjan. Type: Manganese and diamond mining company. Production: 109,000 short tons in 1963. Capital: 31.2 million francs CFA.

WASTON (P. O. Box 2816), Abidjan. Type: Diamond exploration and mining company. Capital: 50 million francs CFA.

Real Estate

GFCI (Groupement Foncier de la Côte d'Ivoire), Boulevard Achalme, (P. O. Box 1761), Abidjan. Type: Real estate company. Capital: 205 million francs CFA.

SOHICO (Société Hotelière et Immobilière de Cocody), (P. O. Box 767), Abidjan. Type: Proprietor of Hotel Relais de Cocody. Capital: 107 million francs CFA.

SPDC (Société du Palace de Cocody), (P. O. Box 4136), Abidjan. Type: Proprietor of Hotel Ivoire. Capital: 1,312 million francs CFA.

APPENDIX C. U.S. Department of Commerce—Field Offices

Albuquerque, N. Mex., 87101, U.S. Courthouse. Phone: 247-0311.

Anchorage, Alaska, 99501, Rm. 306, Loussac-Sogn Building. Phone: 272-6331.

Atlanta, Ga., 30303, 75 Forsyth St., N.W. Phone: 526-6000.

Baltimore, Md., 21202, Rm. 305, U.S. Customhouse, Gay and Lombard Sts. Phone: Plaza 2-8460 Ext. 2784.

Birmingham, Ala., 35205, Suite 200-1, 908 South Twentieth Street. Phone: 325-3327.

Boston, Mass., 02110, Room 230, 80 Federal St. Phone: CApitol 3-2312.

Buffalo, N.Y., 14203, 504 Federal Bldg., 117 Ellicott St. Phone: 842-3208.

Charleston, S. C., 29403, Suite 631, Federal Bldg., 334 Meeting St. Phone: 747-4171.

Charleston, W. Va., 25301, 3002 New Federal Office Bldg., 500 Quarrier St. Phone: 343-6196.

Cheyenne, Wyo., 82001, 6022 U.S. Federal Bldg. and Court House, 2120 Capitol Ave. Phone: 634-5920.

Chicago, Ill., 60604, 1486 New Federal Building, 219 South Dearborn St. Phone: 828-4400.

Cincinnati, Ohio, 45202, 8028 Federal Office Bldg., 550 Main St. Phone: 684-2944.

Cleveland, Ohio, 44101, 4th Floor, Federal Reserve Bank Bldg., East 6th St. & Superior Ave. Phone: 241-7900.

Dallas, Tex., 75202, Room 1200, 1114 Commerce St. Phone: RIverside 9-3287.

Denver, Colo., 80202, 16407 Fed. Bldg., 20th & Stout Sts. Phone: 297-3246.

Des Moines, Ia., 50309, 1216 Paramount Bldg., 509 Grand Avenue. Phone: 284-4222.

Detroit, Mich., 48226, 445 Federal Bldg. Phone: 226-6088.

Greensboro, N.C., 27402, Room 412, U.S. Post Office Bldg. Phone: 275-9111.

Hartford, Conn., 06103, 18 Asylum St. Phone: 244-3530.

Honolulu, Hawaii, 96813, 202 International Savings Bldg., 1022 Bethel St. Phone: 588-977.

Houston, Tex., 77002, 5102 Federal Bldg., 515 Rusk Ave. Phone: CA 8-0611.

Jacksonville, Fla., 32202, 512 Greenleaf Bldg., 208 Laura St. Phone: ELgin 4-7111.

Kansas City, Mo., 64106, Room 2011, 911 Walnut St. Phone: BAltimore 1-7000.

Los Angeles, Calif., 90015, Room 450, Western Pacific Bldg., 1031 S. Broadway. Phone: 688-2833.

Memphis, Tenn., 38103, 345 Federal Office Bldg., 167 N. Main St. Phone: 534-3214.

Miami, Fla., 33130, Rm. 1628, Federal Office Bldg., 51 S.W. 1st Ave. Phone: 350-5267.

Milwaukee, Wis., 53203, Straus Bldg., 238 W. Wisconsin Ave. Phone: BR 2-8600.

Minneapolis, Minn., 55401, 306 Federal Bldg., 110 S. Fourth St. Phone: 334-2133.

New Orleans, La., 70130, 909 Federal Office Bldg., (South) 610 South St. Phone 527-6546.

New York, N.Y., 10001, 61st Fl., Empire State Bldg., 350 Fifth Ave. Phone: LOngacre 3-3377.

Philadelphia, Pa., 19107, Jefferson Bldg., 1015 Chestnut St. Phone: 597-2850.

Phoenix, Ariz., 85025, 5413 New Federal Bldg., 230 N. First Ave. Phone: 261-3285.

Pittsburgh, Pa., 15222, Room 2201, Federal Bldg., 1000 Liberty Ave. Phone: 644-2850.

Portland, Oreg., 97204, 217 Old U.S. Courthouse, 520 S. W. Morrison St. Phone: 226-3361.

Reno, Nev., 89502, Room 2028, Federal Bldg., 300 Booth St. Phone: 784-5203.

Richmond, Va., 23240, 2105 Federal Bldg., 400 North 8th St. Phone: 649-3611.

St. Louis, Mo., 63103, 2511 Federal Bldg., 1520 Market St. Phone: MAin 2-4243.

Salt Lake City, Utah, 84111, 3235 Federal Bldg., 125 So. State St. Phone: 524-5116.

San Francisco, Calif., 94102, Room 11464, Federal Bldg., 450 Golden Gate Ave. Phone: 556-5864.

Santurce, Puerto Rico, 00907, Room 628, 605 Condado Ave. Phone: 723-4640.

Savannah, Ga., 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. Phone: 232-4321.

Seattle, Wash., 98104, 809 Federal Office Bldg., 909 First Ave. Phone: 583-5615.

APPENDIX D. Bibliography

This bibliography is not intended to be exhaustive, but, rather, to provide a selected list of references, in addition to those listed in chapter IX, containing information on the Ivory Coast of special interest to American businessmen.

I. Ivory Coast Government Publications

A. Ministère des Finances, des Affairs Economiques et du Plan, Direction de la Statistique et des Etudes Economiques et Démographiques, Abidjan:

Bulletin Mensuel de Statistique. Monthly. This publication appears about four months after the period covered and contains much valuable statistical information.

Situation Economique de la Côte d'Ivoire. Annual. This publication appears about 18 months after the period covered and contains a considerable analysis in addition to statistical information.

Les Comptes Economiques de la Côte, d'Ivoire, 1958 et 1960, 197 p.

Comptabilité Economique, 1962-1963, 44 p.

These two publications represent an attempt to establish national accounts for the Ivory Coast. While much of the data on which they are based is sketchy (as freely admitted by their authors), they give a helpful idea of the relative importance of different sectors of the economy.

Statistiques du Commerce Extérieur de la Côte d'Ivoire. 1962. 279 p. A complete tabulation of all imports and exports, by commodity, by country and by various commodity and country groups. This is the latest in a series of annual publications, which has, unfortunately, been discontinued. Current statistics are available, however, for consultation at the Chamber of Commerce in Abidjan. Abbreviated summaries of more recent statistics are published by the Direction du Commerce Extérieur (see below).

B. Ministère des Finances, des Affaires Economiques et du Plan, Direction du Commerce Exterieur, Abidjan:

Commerce Extérieur et Balance Commerciale de la République de Côte d'Ivoire, 1964. 144 p. Annual. Contains abbreviated foreign trade statistics, (country by commodity group).

Memento Economique, 1964. 38 p. Annual. A still more abbreviated summary, containing many useful aggregate figures.

C. Ministère de l'Information, Services d'Information, Abidjan:

Ivory Coast Republic, 1964. A brochure containing many photographs and much useful background information on the Ivory Coast, its history and political and economic structure.

II. United States Government Publications

A. U.S. Department of Commerce

Basic Data on the Economy of the Republic of the Ivory Coast. OBR 63-32. 20 pp. January 1963.

Basic Data on the Economy of the Republic of Mali. OBR 64-17. 7 pp. April 1964.

Basic Data on the Economy of Niger. WTIS, Part 1, No. 62-67. 16 pp. September 1962.

Basic Data on the Economy of Upper Volta. OBR 65-7. 6 pp. January 1965.

Economic Developments in the Republic of Mali, 1961. Part 1, No. 62-58. June 1962.

Foreign Trade Regulations of the West African Customs Union (Dahomey, Ivory Coast, Mali, Mauritania, Niger, Senegal, Upper Volta) and Togo. OBR 64-60, 11 pp. June 1964.

Investment Law in the Ivory Coast. WTIS, Part 1, No. 61-72. 12 pp. November 1961.

Investment Law in the Republic of Niger. OBR 63-105. 4 pp. July 1963.

Investment Law in the Republic of Upper Volta. OBR 63-106. 4 pp. July 1963.

Semi-Annual Economic Reports, prepared by the American Embassy, Abidjan. (Copies available through the Commercial Intelligence Division, Bureau of International Commerce): A-83, October 23, 1965 (January-June 1965); A-302, March 20, 1965 (July-December 1964); A-58, August 25, 1964 (January-June 1964).

B. U.S. Department of State

Background Notes: Republic of Ivory Coast. February 1964. 4 p.

C. Department of Agriculture

The Agricultural Economy of the Ivory Coast. ERS Foreign 69. 1964. 40 p.

III. Other Publications

The most important trade journals and business directories covering the area are listed in chapter IX. Other useful publications include:

"The Ivory Coast Market," a special 135-page issue, in English, dated June 15, 1963, of the weekly magazine *Marchés Tropicaux et Méditerranéens.* While slightly out-of-date, it contains a wealth of market information.

Côte d'Ivoire, Carte Michelin No. 175. 3F. This is by far the best road map of Ivory Coast and contains much other useful information.

APPENDIX E. Notes for Business Travelers

Health conditions, which vary in the Ivory Coast, are entirely adequate in Abidjan and Bouaké (the major commercial and industrial centers most likely to be visited by business travelers), but less satisfactory in remote areas. It is generally recommended that one should drink only bottled water or other bottled beverages when traveling through this area and consuming a variety of foods, cooked in numerous ways.

Visitors to the Ivory Coast are required to have valid certificates of vaccination against smallpox and yellow fever. Immunizations for typhus, typhoid, tetanus, and polio are also strongly recommended. Preventive drugs against malaria should be taken regularly as prescribed during a period beginning 2 weeks prior to arrival in West Africa and ending 1 month after departure.

Modern hospital facilities are available in Abidjan and Bouaké; smaller hospitals or dispensaries are located in most other cities and towns.

Very satisfactory hotel accommodations are available in Abidjan, including two luxury hotels and several first-class ones. Most hotel rooms are air conditioned. Rates range from about $10 per day at first-class hotels to $12 and up at the luxury hotels. There is one first-class hotel in Bouaké, and modest but comfortable accommodations are available in several other cities and towns.

Expansion of hotel space has not kept pace with increased demand in most Ivoirien cities and towns. Visitors are therefore advised to make hotel reservations well in advance and, when traveling in the interior, to have their travel agency or carrier telegraph ahead at each stop to confirm arrival and departure dates.

Air Ivoire provides a good schedule of connections between larger cities and towns in the Ivory Coast.

Taxis are abundant in most cities; those in Abidjan and Bouaké are fitted with meters, but in other cities charges can be high unless the traveler is prepared to bargain. Information as to standard fares can usually be obtained at hotels.

Cars may be rented in principal cities. Daily charges range approximately from $20 to $40, depending on the type of car and whether or not a driver is provided.

International communications are generally adequate. Cable service is good. Airmail from the U.S. east coast requires only 4 to 7 days to arrive in the Ivory Coast and costs 25¢ per half ounce. First-class surface mail requires from 4 to 8 weeks and costs 11¢ for the first ounce and 7¢ for each additional ounce. Airmail is therefore strongly recommended for all business if time is a factor.

It is essential to include the post office box number (Boite Postale) on mail addressed to the Ivory Coast. Local business firms must pick up their mail from their boxes.

Communications within the Ivory Coast are relatively poor. Telegrams between towns may take two or three days to be delivered and ordinary mail may take as much as a week. Telephone service, however, is quite good and the direct distance dialing network which is already in operation between Abidjan and Bouaké is being rapidly expanded.

Normal business hours for commercial firms in the Ivory Coast are 8 a.m. to 12 noon and 2:30 to 5:30 p.m. Monday through Friday and 8 a.m. to 12 noon on Saturdays. Many small shops stay open later than these hours. Commercial banks are open for business from 8 a.m. to 12 noon on weekdays and from 8 to 11 a.m. on Saturdays.

Government offices are open normally from 8:30 a.m. to 12 noon and 2:30 to 5:00 p.m., Mondays through Fridays and 8:30 a.m. to 12 noon on Saturdays.

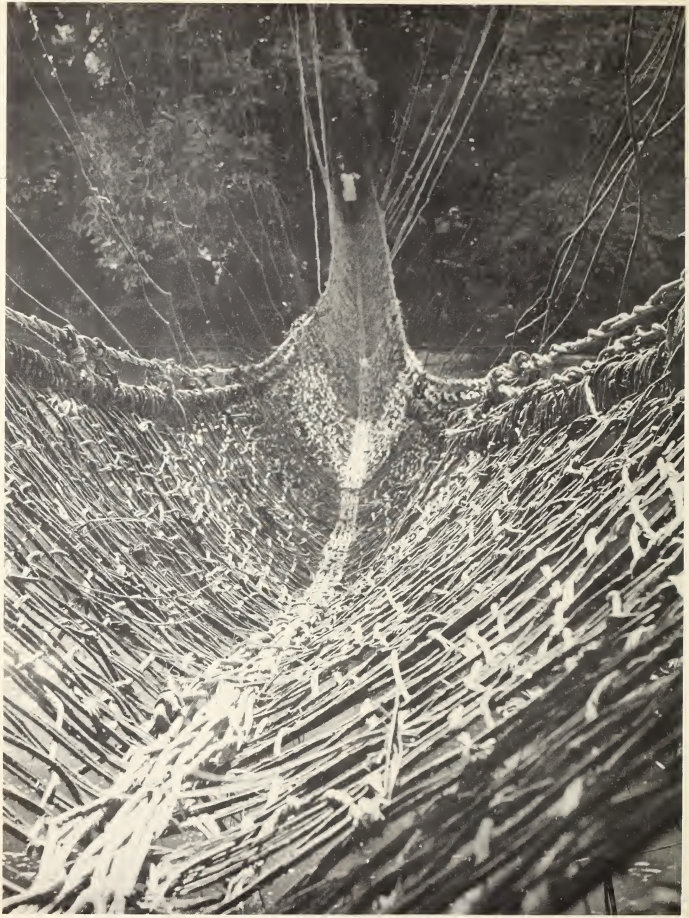
The following holidays are observed in the Ivory Coast: New Years Day—January 1, Feast of Ramadan—late February, Easter Monday, Labor Day—May 1, Tabaski—early May, Ascension Day—May 23, Whit Monday—early June, Independence Day—August 7, Feast of the Assumption—August 15, All Saints Day—November 1, and Christmas Day—December 25.

The Ivory Coast has a tropical climate. Wash and wear clothing suitable for summer in the United States is recommended for year-round wear in the Ivory Coast. Rain apparel is necessary for the rainy seasons. In July, August, and September, the Ivory Coast is somewhat cooler than Washington, D. C., at that time of year.

Electric current is 220-volt, 50-cycle alternating current.

A valid U.S. passport and an entry visa from the Ivory Coast Government are required for any person planning to visit the Ivory Coast. Visas may be obtained from the Ivory Coast Embassy in Washington, D. C., or the Ivory Coast Consulate in New York.

An application for a visa must be accompanied by four photographs and an International Health Certificate showing vaccination against smallpox and yellow fever. If the visa is requested for a business trip, the applicant must submit a letter from the company by which he is employed, mentioning his position, destination, purpose of travel, and proposed length of stay and stating that his expenses will be borne by the concern.



Tables

Table 1.—National Income, 1958 and 1960-64, and Percent Change, 1958-64

Item		1958	1960	1961	1962	1963	1964	Percent change, 1958-64
Gross domestic product	$ Millions	464	595	664	685	754	870	+76.7
Less: Amortization, indirect taxes and foreign transfers	$ Millions	—103	—126	—143	—132	—153	—148	+
Net national income	$ Millions	361	469	521	553	601	722	+86.1
Per capita national income	Dollars	110	137	148	155	162	186	+60.9

Note: These figures do not take into account the increase in prices (14 percent from 1960 to 1964) which has taken place.
Source: American Embassy, Abidjan.

Table 2.—Foreign Trade, 1960-64, and Percent Change, 1960-64

[Value in millions of dollars]

Item	Value					Percent change, 1960-64
	1960	1961	1962	1963	1964	
Exports, total	152.4	192.3	194.7	231.9	304.1	+100.0
Imports, total	120.9	170.6	157.3	171.1	247.0	+104.0
Balance of trade	+31.5	+21.7	+37.4	+60.8	+57.1	+ 89.1
Trade, total	273.3	362.7	352.0	403.0	551.1	+101.8

Source: Ministère des Finances, des Affaires Economique et du Plan, Direction de la Statistique et des Etudes Economiques et Démographiques, *Bulletin Mensuel de Statistique*, Abidjan, Ivory Coast, January 1963 and January 1965. (Hereafter referred to as *Bulletin Mensuel de Statistique.*)

Table 3.—Principal Exports, By Product, in Weight and Value, 1961-64

[Weight in metric tons[1]; value in millions of dollars]

Export	*Weight*[2]				*Value*				Percent of total value, 1964
	1961	1962	1963	1964	1961	1962	1963	1964	
Exports, total	1,345,351	1,463,593	1,753,576	2,213,048	192.33	194.67	231.91	304.09	100.0
Coffee	155,836	142,630	182,069	204,271	83.05	77.27	99.89	129.49	42.6
Wood	812,994	915,110	1,154,880	1,526,112	34.81	37.39	50.80	72.89	24.0
Cocoa	88,534	101,069	99,728	124,261	40.07	43.07	46.04	59.31	19.5
Bananas	91,999	125,274	133,406	125,930	8.59	11.82	14.24	12.73	4.2
Pineapples[3]	10,042	11,843	16,441	22,222	2.55	3.01	4.13	5.40	1.8
Cola nuts	19,878	19,793	9,253	17,256	3.68	3.45	1.49	2.73	.9
Manganese	109,415	97,559	105,301	116,368	2.59	2.24	1.83	2.03	.7
Diamonds	531,390	415,910	213,508	235,975	3.28	2.27	1.59	1.56	.6
Palm kernels	12,487	10,696	10,441	12,822	1.42	1.09	1.17	1.40	.5
Others	45,066	39,616	42,057	63,806	12.29	12.56	10.73	16.25	5.2

[1] The term "ton," as used in this report, means the metric ton of 2,204.6 pounds.
[2] Except diamonds, on which weight is given in carats. The weight of the diamonds is not added into the weight of the total exports.
[3] Fresh, canned and juice.
Source: *Bulletin Mensuel de Statistique*, Jan. 1965, p. 10; and Ministère des Finances, des Affaires Economiques et du Plan, Direction de la Statistique et des Etudes Economiques et Démographiques, *Situation Economique de la Côte d'Ivoire, 1962*, Abidjan, Ivory Coast, 1964, pp. 115ff. (Hereafter referred to as *Situation Economique.*)

Table 4.—Exports, by Destination, in Weight and Value, 1961-64

[Weight in thousands of metric tons; value in millions of dollars]

Country	Weight				Value				Percent of total value, 1964
	1961	1962	1963	1964	1961	1962	1963	1964	
Export, total	1,345	1,464	1,754	2,213	192.3	194.7	231.9	304.1	100.0
France	595	543	660	797	92.0	90.4	108.6	109.1	35.9
U.S.A.	75	88	96	156	25.4	28.1	31.9	60.8	20.0
Netherlands	107	107	152	212	13.2	10.1	15.3	24.2	8.0
West Germany	168	253	257	308	8.1	10.6	14.8	22.3	7.3
Italy	123	196	265	222	8.4	12.8	20.8	20.4	6.7
Algeria	32	26	23	27	14.3	13.4	10.1	12.8	4.2
Great Britain	27	27	48	126	3.6	2.7	3.1	9.2	3.0
Belgium	29	42	53	83	2.1	2.4	3.4	6.3	2.1
Senegal	45	48	21	26	7.3	7.3	3.1	4.2	1.4
Morocco	10	13	15	16	3.4	2.5	2.9	3.3	1.1
Japan	8	8	9	12	.7	.6	1.5	2.8	.9
South Africa	6.9	10.5	14.3	(*)	1.2	2.8	3.2	(1)	(1)
U.S.S.R.	.2	0	0	.6	.0	.0	.0	2.6	.9
Upper Volta	15.8	11.5	8.6	13.5	3.0	2.2	1.7	2.6	.9
Spain	6.0	13.0	31.8	42.9	.3	.5	1.6	2.3	.8
Denmark	13.4	29.6	34.2	32.8	.7	1.4	1.8	1.7	.6
Mali	5.6	3.5	2.3	5.1	1.5	1.0	1.0	1.6	.5
Israel	1.5	4.3	5.7	12.2	.5	.3	.6	1.6	.5
Others	76.6	40.6	58.1	183.0	7.6	5.6	6.5	16.3	5.2

[1] Data are not available.

Source: *Bulletin Mensuel de Statistique*, Jan. 1964 and Jan. 1965, p. 9; *Situation Economique*, 1963, p. 182; Ministère des Finances, des Affaires Economiques et du Plan, Direction du Commerce Extérieur. *Commerce Extérieur et Balance Commerciale de la République de Côte d'Ivoire*, Abidjan, Ivory Coast, 1963 (hereafter referred to as *Commerce Extérieur Et Balance Commerciale*); Ministère des Finances, des Affaires Economiques et du Plan, Direction de la Statistique et des Etudes Economiques et Démographiques, *Statistiques du Commerce Extérieur de la Côte d'Ivoire*, Abidjan, Ivory Coast, 1961, 1962 (hereafter referred to as *Statistiques du Commerce Extérieur*); Chambre de Commerce de la République de Côte d'Ivoire, *Bulletin Mensuel*, June 1965, Abidjan, Ivory Coast, 1965 (hereafter referred to as *Bulletin Mensuel, Chambre de Commerce*).

Table 5.—Imports from Principal Suppliers, in Weight and Value, 1961-64

[Weight in thousands of metric tons; value in millions of dollars]

Supplier	Weight				Value				Percent of total value, 1964
	1961	1962	1963	1964	1961	1962	1963	1964	
Imports, total	726.0	715.9	725.9	1,047.4	170.6	157.3	171.1	247.0	100.0
France	326.2	325.8	339.2	370.2	105.4	96.0	110.7	154.2	62.4
U.S.A.	6.6	8.7	9.0	49.5	5.6	6.7	8.3	[1] 23.3	9.4
West Germany	7.8	6.9	9.8	10.6	7.0	6.3	8.9	11.3	4.6
Senegal	85.7	55.1	38.1	35.4	14.6	8.9	6.4	6.2	2.5
Belgium and Luxembourg	35.9	65.4	40.6	119.5	2.0	2.2	2.3	6.1	2.5
Morocco	15.3	24.3	17.5	25.4	3.4	4.2	3.9	5.2	2.1
Italy	4.6	4.9	8.2	14.9	2.7	2.5	3.0	4.9	2.0
Venezuela	101.9	108.6	99.6	148.8	3.6	3.7	3.4	4.7	2.0
Great Britain	3.7	5.8	3.7	4.8	3.7	3.4	3.4	4.2	1.7
Netherlands	6.2	5.2	6.0	9.3	3.3	4.3	3.0	3.6	1.5
Algeria	10.8	4.4	4.7	36.7	2.3	1.3	1.0	2.8	1.1
Cambodia	2.8	.2	20.4	17.6	.3	(2)	2.6	2.4	1.0
Tunisia	(3)	.6	7.1	14.8	.0	.1	.7	1.5	.6
Hong Kong	2.2	1.2	1.3	1.9	1.4	1.0	1.0	1.4	.6
Madagascar	3.0	5.7	7.5	(3)	0.4	.7	1.2	1.4	.6
Pakistan	.8	.9	1.4	7.1	.3	.3	.4	1.3	.5
Japan	.2	.6	.5	2.0	.2	.3	.3	1.2	.5
Others	105.2	97.3	111.9	178.9	14.1	15.5	10.6	11.3	4.6

[1] Includes $6.7 million for jet aircraft purchased by Air Afrique, which might not be considered an import of Ivory Coast, since Air Afrique is owned jointly by twelve French-speaking African states and merely has its headquarters in Abidjan.

[2] Less than 0.05.

[3] Data are not available.

Source: *Bulletin Mensuel de Statistique*, Jan. 64 and Jan. 65, p. 12.

Table 6.—Imports by Product Group, in Weight and Value, 1960-64

[Weight in thousands of metric tons; value in millions of dollars]

Import	Weight					Value					Percent of total value, 1964
	1960	1961	1962	1963	1964	1960	1961	1962	1963	1964	
Import, total	570.8	726.0	715.9	725.9	1,047.4	120.9	170.6	157.3	171.1	247.0	100.0
Food, beverages, and tobacco	101.8	159.1	158.2	130.6	241.2	20.5	31.6	30.6	28.4	40.9	16.6
Fuels and lubricants	166.5	195.4	202.6	217.8	288.9	7.1	8.2	8.2	8.8	11.1	4.5
Raw materials	26.5	46.6	33.6	43.9	47.8	2.6	4.4	4.0	4.4	5.7	2.3
Animal and vegetable	7.4	13.4	13.6	13.5	19.6	2.1	3.4	3.4	3.4	4.7	1.9
Mineral	19.1	33.2	20.0	30.4	28.2	.5	1.0	.6	1.0	1.0	.4
Semimanufactures	222.1	249.1	260.2	255.3	372.9	18.6	23.0	22.6	24.6	38.0	15.3
Finished goods	54.0	75.7	61.3	78.2	96.6	72.0	103.4	92.4	109.8	152.1	61.3
For agriculture	1.4	1.3	.9	1.3	1.7	1.2	1.4	.9	1.2	1.8	.7
For industry	22.6	29.4	27.9	41.2	49.0	26.9	37.3	36.2	45.3	68.6	27.5
For domestic consumption	30.6	45.0	32.5	35.7	45.9	43.9	64.7	55.3	58.3	81.7	33.1

Note: See text for general discussion of categories. For more detailed explanation, see *Situation Economique*, 1962, pp. 135ff. The item "Finished Goods for Industry" includes all air conditioners, refrigerators, and many other items which are used by consumers rather than industry.

Source: *Bulletin Mensuel de Statistique*, Jan. 1964 and Jan. 1965, p. 12.

Table 7.—Imports of Food and Food Products, in Weight and Value, 1961-64

[Weight in metric tons; value in thousands of dollars]

	Weight				Value			
	1961	1962	1963	1964	1961	1962	1963	1964
Rice	33,867	43,199	25,566	53,877	4,112.6	5,781.7	3,243.1	7,425.9
U.S.A.	1,995	1,310	0	27,753	282.3	222.5	.0	3,879.4
Cambodia	2,813	161	16,559	17,369	333.6	22.9	2,065.6	2,389.8
South Vietnam	3,167	0	3,960	7,623	399.4	.0	534.7	973.1
China (Continental)	11,670	13,965	(1)	835	1,285.9	1,728.1	.1	134.1
Brazil	8,056	7,707	0	297	917.5	1,066.9	.0	49.6
Ecuador	0	0	4,692	0	.0	.0	571.1	.0
Burma	4,512	12,570	0	0	687.2	1,671.6	.0	.0
Mexico	0	4,608	242	0	.0	633.4	34.9	.0
Sugar	26,503	27,962	25,365	23,684	4,771.9	4,428.1	4,255.9	5,343.1
France	18,848	15,295	12,902	11,526	3,428.8	2,451.9	2,133.3	2,667.9
Morocco	4,544	7,004	4,942	5,959	892.3	1,275.5	942.5	1,458.8
Madagascar	2,904	5,643	7,390	6,198	411.7	697.1	1,156.9	1,216.3
U.S.A.	0	(1)	1	(1)	.0	.0	.4	.1
Dairy products and eggs	7,371	5,724	7,336	7,942	3,376.4	2,756.2	3,535.5	4,077.5
France	4,642	3,565	4,993	6,084	2,236.9	1,914.4	2,626.6	3,280.0
Netherlands	2,531	1,999	2,202	1,853	1,009.8	746.7	856.4	780.8
Denmark	88	57	26	5	61.2	36.5	14.2	6.7
Fruits and vegetables, fresh or frozen	7,601	8,527	9,294	9,817	1,792.6	2,011.9	2,402.1	1,907.1
France	4,682	4,545	4,854	5,398	1,057.1	1,085.7	995.7	1,144.3
Morocco	1,834	2,220	2,846	3,247	466.3	530.4	999.4	623.7
Netherlands	379	570	1,039	1,171	73.0	69.2	85.9	106.4
Belgium	94	97	90	125	48.9	58.3	56.3	74.4
U.S.A.	16	(1)	8	1	5.2	.3	5.0	.6
South Africa	248	611	598	(2)	73.2	149.9	139.8	(2)
Fruits and vegetables, canned	2,702	2,945	3,560	3,052	940.7	998.0	1,214.5	1,154.4
France	1,297	1,083	1,596	1,541	515.6	469.0	697.3	647.4
Italy	1,117	1,533	1,496	1,448	312.8	399.6	394.1	480.3
Morocco	91	58	(2)	157	27.2	19.3	(2)	75.1
Algeria	79	96	68	61	41.9	35.2	26.2	24.0
U.S.A.	3	10	17	2	1.9	2.9	11.3	2.7
Wheat and wheat flour	15,005	31,915	12,571	12,273	820.5	626.1	1,826.3	1,818.4
Senegal	9,634	27,846	11,972	12,269	43.8	40.7	1,735.0	1,817.2
France	5,242	4,018	563	4	749.3	576.0	84.5	1.0
Ghana	130	51	9	(1)	27.4	9.8	2.5	.2
Other cereals and preparations	986	808	981	1,055	640.7	576.9	706.2	744.7
France	609	578	752	870	482.7	467.9	589.9	659.8
Morocco	277	165	133	185	110.2	67.3	58.6	84.9
Fresh and frozen meat	274	298	365	289	552.5	617.4	706.8	726.4
France	225	241	279	250	515.0	561.4	628.0	676.8
Denmark	23	26	32	32	28.0	30.7	39.6	35.0
U.S.A.	(1)	0	4	7	.1	.0	12.9	14.7
Canned meat and fish	1,443	1,194	1,537	1,298	1,098.8	991.6	1,197.1	1,079.6
France	464	387	430	338	526.6	470.4	526.2	463.6
Morocco	856	629	840	766	453.7	332.8	433.1	402.1
Netherlands	65	61	120	170	51.0	64.8	89.1	177.0
Denmark	29	27	29	22	46.1	40.0	42.0	35.6
U.S.A.	1	2	1	2	.5	1.5	1.6	1.3
Wine	28,173	25,232	28,959	35,551	2,806.1	3,008.3	3,519.9	4,355.1
Tunisia	0	609	7,023	14,498	.0	57.8	710.9	1,524.4
Morocco	2,831	10,484	5,329	11,595	244.3	981.3	553.2	1,304.6
France	23,349	12,613	14,568	3,156	2,057.8	1,779.7	1,972.5	750.1
Algeria	1,712	733	1,398	5,345	196.4	109.2	187.3	665.4
Spain	63	723	555	642	7.6	59.8	62.3	72.0
Portugal	213	51	47	64	52.5	12.6	14.5	16.5
Other Beverages	3,502	3,300	5,354	4,395	1,887.9	1,564.2	2,130.2	1,952.8
France	2,571	2,497	4,082	3,456	1,231.5	979.4	1,380.3	1,200.8
Great Britain	293	283	284	345	413.4	367.5	408.1	446.2
Netherlands	338	248	383	371	105.9	88.6	123.4	130.5
West Germany	193	189	307	222	64.1	63.5	85.5	72.9
U.S.A.	(1)	(1)	2	1	.8	.6	4.6	2.4
Tobacco and products	1,461	1,452	778	830	1,370.5	1,092.7	1,111.0	1,155.2
France	142	184	235	293	325.0	429.2	592.0	835.0
India	512	597	59	486	78.2	84.5	10.4	96.4
U.S.A.	24	15	14	19	82.7	77.1	73.6	89.0
Algeria	435	149	76	30	673.7	195.6	144.1	84.1
United Kingdom	(1)	8	11	19	.0	37.0	50.6	79.8
Rhodesia	26	121	51	78	17.5	.7	59.4	50.8
Other foods	5,739	4,942	7,239	(2)	1,967.0	1,902.0	2,200.0	(2)
Food and food products, total	124,993	129,652	117,037	(2)	26,090	26,318	26,196	(2)

Source: *Situation Economique* 1962, pp. 140-143, tables F22-24; and *Statistiques du Commerce Extérieur*, 1961-64.

[1] Less than 0.5.

[2] Data are not available.

Table 8.—Imports of Consumer Goods, Other than Food, in Weight and Value, 1961-64

[Weight in metric tons; value in thousands of dollars]

Item and principal suppliers	Weight				Value			
	1961	1962	1963	1964	1961	1962	1963	1964
Printed cotton cloth	3,530	2,724	2,759	3,231	12,310.7	10,883.8	10,715.4	13,928.6
France	2,961	2,320	2,400	2,970	10,079.1	7,692.8	9,247.2	12,858.0
Senegal[1]	64	(2)	41	96	310.2	1.6	146.9	397.5
Netherlands	125	79	104	76	596.5	1,760.4	433.7	292.8
United Kingdom	286	108	103	37	1,050.8	803.8	522.5	170.4
Switzerland	25	31	12	19	133.9	185.8	69.1	111.2
West Germany	38	131	27	33	129.4	321.5	86.7	98.6
Belgium	2	6	16	25	6.9	18.8	44.9	77.1
U.S.A.	0	32	1	(2)	.0	62.2	5.4	.1
Unbleached cotton cloth, etc.	2,654	1,905	2,328	2,927	5,108.3	3,827.9	4,873.2	5,794.0
France	1,394	1,135	1,192	1,861	2,916.2	2,510.5	2,681.7	3,796.8
West Germany	241	196	259	413	574.0	471.2	565.0	936.6
Senegal[1]	341	136	237	181	926.5	342.9	555.1	493.3
China (Continental)	0	0	14	232	.0	.0	18.3	358.6
Netherlands	54	69	115	199	110.3	129.1	184.4	314.9
Italy	350	99	47	118	244.6	90.4	31.4	99.2
Hong Kong	150	123	82	70	187.4	144.8	99.7	81.9
U.S.A.	19	19	31	85	16.5	15.9	29.8	71.3
Other cloth	1,421	1,052	1,052	1,385	3,372.0	2,353.4	2,815.7	4,434.2
France	708	650	670	1,057	1,971.2	1,570.5	2,072.2	3,658.0
West Germany	306	168	211	196	608.7	334.6	375.8	399.7
Italy	324	125	93	65	656.9	275.1	201.7	190.5
Netherlands	6	27	22	48	32.6	92.2	90.4	173.8
Austria	5	6	0	83	14.7	16.0	.0	124.2
U.S.A.	(2)	(2)	1	19	.0	1.2	.9	20.3
Made-up textiles	4,607	3,680	3,117	3,910	5,588.0	4,438.5	4,877.8	7,489.7
France	1,121	790	811	1,006	3,679.1	2,907.3	3,333.4	5,598.7
U.S.A.	1,548	2,016	1,698	2,343	443.2	592.9	557.0	845.6
Hong Kong	217	165	224	249	435.5	372.9	446.0	566.5
Morocco	17	23	21	62	59.8	83.5	74.9	202.0
Italy	138	75	55	30	272.3	167.4	155.7	160.5
Senegal[1]	(3)	37	12	17	(3)	89.8	65.3	159.7
Netherlands	1,289	430	148	60	445.8	159.1	117.1	116.5
Footwear	1,653	1,415	1,664	1,757	3,197.6	2,645.4	3,588.3	3,895.2
France	1,019	754	933	1,478	2,100.1	1,673.0	2,378.9	3,163.2
Senegal[1]	573	510	630	212	1,012.2	795.9	1,049.0	570.1
Morocco	11	11	29	46	28.0	27.2	82.8	149.2
Czechoslovakia	20	36	(3)	20	18.5	33.4	.0	17.0
Enameled housewares	2,821	1,401	1,333	2,302	1,375.3	771.1	667.5	1,146.7
Hong Kong	1,710	775	904	1,314	607.9	350.8	369.9	513.1
France	584	225	185	303	75.1	141.4	123.0	214.9
Great Britain	74	125	104	402	36.0	62.8	52.2	183.6
Morocco	96	28	37	103	75.1	23.6	32.1	86.0
West Germany	204	48	28	36	155.9	37.7	29.2	33.7
Yugoslavia	52	77	24	25	41.9	60.1	18.7	21.0
Other housewares	2,605	1,659	1,996	2,404	1,951.0	1,579.6	1,877.6	2,204.1
France	(3)	(3)	1,776	1,983	(3)	1,334.7	1,616.3	1,840.8
West Germany	(3)	(3)	86	143	(3)	114.3	126.5	191.8
Belgium	(3)	(3)	18	(3)	(3)	20.4	4.1	(3)
Italy	(3)	(3)	28	(3)	(3)	20.4	24.5	(3)
Pharmaceutical products	798	970	745	1,087	2,154.2	3,665.8	2,706.0	3,968.5
France	783	901	717	1,065	2,114.8	3,331.6	2,589.2	3,734.4
U.S.A.	(2)	1	2	3	.0	1.3	16.0	133.9
West Germany	(2)	(2)	(3)	4	.6	18.8	.6	14.8
Great Britain	9	13	1	1	11.5	16.5	3.3	10.7
Perfumes	896	492	506	579	1,024.9	680.0	846.7	912.5
France	549	368	426	465	408.3	568.3	760.9	793.3
Great Britain	229	71	59	61	140.8	41.6	39.3	38.5
Algeria	52	22	9	17	89.6	38.5	12.7	27.1
U.S.A.	1	2	2	11	.1	3.5	8.8	25.5
Soap	1,414	1,539	1,814	2,050	467.9	539.2	635.9	713.2
France	1,395	1,516	1,759	1,994	455.2	530.0	613.5	685.9
Netherlands	2	18	52	43	.7	7.1	21.2	17.7
Consumer goods, total	22,399	16,837	17,314	21,632	34,798.9	31,434.7	28,731.1	44,486.7
France	10,514	8,659	10,869	14,187	23,799.1	22,470.1	25,395.8	36,344.0
West Germany	780	543	611	835	1,466.6	1,298.1	1,183.8	1,675.2
U.S.A.	1,568	2,070	1,735	2,461	459.8	678.0	617.9	1,096.7
Netherlands	1,476	623	441	426	1,095.9	2,147.9	846.8	915.7
Great Britain	598	317	267	501	1,239.1	924.7	617.3	403.2

[1] Figures for 1961 through 1963 based on imports from the West African Customs Union, most of which are presumed to originate in Senegal. The members of the West African Customs Union (*Union Douanière Ouest Africain*—UDOA) are Dahomey, Ivory Coast, Mali, Mauritania, Niger, Senegal and Upper Volta. See *Situation Economique* 1963, p. 182ff.

[2] Less than 0.5.

[3] Data are not available.

Source: *Situation Economique* 1963, p. 156ff., tables F33 and F34; *Statistiques du Commerce Extérieur*, 1961-64.

Table 9.—Imports of Domestic Electric Appliances, in Weight and Value, 1961-64

[Weight in metric tons; value in thousands of dollars]

Item and principal suppliers	Units				Weight				Value			
	1961	1962	1963	1964	1961	1962	1963	1964	1961	1962	1963	1964
Ventilating fans	(1)	(1)	(1)	(1)	8	10	7	20	20.6	24.9	17.6	59.6
Air conditioners	(1)	(1)	(1)	(1)	282	296	309	324	849.8	782.9	958.4	988.0
France	(1)	(1)	(1)	(1)	115	148	202	218	360.8	466.1	624.9	629.5
U.S.A.	(1)	(1)	(1)	(1)	160	128	101	99	472.2	267.8	318.8	283.1
Israel	(1)	(1)	(1)	(1)	3	17	5	0	8.6	42.9	12.7	.0
Complete refrigerators	2,560	3,262	3,262	(1)	290	343	339	350	522.9	607.8	604.1	592.6
France	699	1,201	1,545	(1)	89	124	164	167	179.2	219.2	277.6	270.7
Italy	295	401	349	(1)	24	37	30	12	38.4	65.3	54.2	27.7
U.S.A.	840	830	534	(1)	105	89	57	187.3	265.3	169.8	113.3	113.3
Great Britain	406	370	394	(1)	38	37	22	54	58.8	54.3	46.9	88.9
Sweden	132	116	261	(1)	20	16	27	(1)	29.0	22.0	42.0	76.6
Germany	171	178	63	(1)	12	15	5	(1)	24.5	27.8	9.6	76.5
Refrigerator cabinets	(1)	(1)	(1)	(1)	1	6	8	6	1.2	10.2	24.1	8.9
France	(1)	(1)	(1)	(1)	1	2	4	2	1.2	3.3	15.5	4.1
Sweden	(1)	(1)	(1)	(1)	0	3	3	0	.0	3.3	5.7	.0
Refrigeration equip.—over 10 hp.	(1)	(1)	(1)	(1)	3	48	27	27	9.4	89.0	48.2	66.3
U.S.A.	(1)	(1)	(1)	(1)	0	48	16	12	.0	89.0	29.4	28.8
Netherlands	(1)	(1)	(1)	(1)	0	0	10	0	.0	.0	14.7	.0
Other refrigeration equipment	(1)	(1)	(1)	(1)	12	189	25	15	26.1	140.0	52.7	29.4
France	(1)	(1)	(1)	(1)	5	15	15	9	10.6	32.2	31.8	13.4
U.S.A.	(1)	(1)	(1)	(1)	7	171	2	5	14.7	103.3	4.1	13.7
Spare parts for refrigerators	(1)	(1)	(1)	(1)	6	10	17	14	22.9	29.8	51.4	39.0
France	(1)	(1)	(1)	(1)	4	3	12	8	14.3	11.8	30.6	17.3
U.S.A.	(1)	(1)	(1)	(1)	1	5	3	3	6.5	12.7	13.1	16.0
Sewing machines	4,395	6,202	5,100	4,381	107	145	120	127	238.0	293.5	252.2	249.8
Switzerland	642	929	456	823	13	6	8	14	58.8	35.1	43.3	89.1
Italy	217	522	443	1,010	6	13	11	(1)	18.0	34.7	34.3	39.3
Japan	424	1,084	270	802	20	37	8	(1)	17.6	35.1	10.2	24.3
Great Britain	1,790	2,769	3,194	488	33	46	81	9	73.5	121.2	128.6	23.1
France	461	723	382	321	5	13	6	(1)	22.4	30.2	18.4	20.0
West Germany	663	585	324	272	23	24	6	(1)	33.5	36.9	13.9	18.9
Spain	195	145	0	302	6	5	0	9	16.2	6.9	.0	12.8
Heating appliances, (irons, toasters, etc.)	(1)	(1)	(1)	(1)	49	77	77	102	77.0	104.9	114.3	136.4
France	(1)	(1)	(1)	(1)	42	75	72	97	68.5	100.0	106.5	132.6
Washing machines	(1)	(1)	(1)	(1)	4	14	18	11	8.2	26.1	33.9	24.2
France	(1)	(1)	(1)	(1)	2	12	13	7	3.7	22.0	24.9	17.8
U.S.A.	(1)	(1)	(1)	(1)	2	2	4	3	4.5	4.1	6.9	4.7
Other electric appliances	(1)	(1)	(1)	(1)	49	38	42	42	77.1	113.9	133.1	135.7
France	(1)	(1)	(1)	(1)	(1)	24	25	26	(1)	70.2	80.4	60.3
Netherlands	(1)	(1)	(1)	(1)	(1)	9	10	13	(1)	25.3	27.3	42.3
West Germany	(1)	(1)	(1)	(1)	(1)	(1)	3	5	(1)	(1)	12.2	13.9
Appliances, total	(1)	(1)	(1)	(1)	811	1,176	989	1,038	1,852.6	2,223.0	2,050.9	4,689.6

[1] Data are not available.

Source: René Moreux et Cie., *Marchés Tropicaux et Méditerranéens*, Paris, France, May 8, 1965, p. 1119. (Hereafter referred to as *Marchés Tropicaux.*)

Table 10.—Imports of Radios, Phonographs, Tape Recorders, and Phonograph Records, in Weight and Value, 1961-64

[Weight in metric tons; value in thousands of dollars]

Item	Units				Weight				Value			
	1961	1962	1963	1964	1961	1962	1963	1964	1961	1962	1963	1964
Radio receivers	17,736	11,452	15,031	33,208	91	54	49	95	649.0	427.3	422.9	947.3
France	5,752	5,802	8,914	28,882	24	17	27	71	242.0	141.6	278.4	776.3
Netherlands	2,500	1,579	2,185	2,851	11	8	9	12	86.1	68.6	75.5	110.2
West Germany	7,349	2,487	2,497	894	50	23	10	9	257.9	121.2	60.8	47.3
Japan	523	519	791	76	2	2	2	(2)	11.8	15.9	(3)	(3)
U.S.A.	30	28	174	42	(2)	(2)	(2)	(2)	4.9	4.5	8.2	13.5
United Kingdom	440	519	417	297	2	2	1	2	14.3	20.0	(3)	8.2
Phonographs	3,704	3,378	4,664	4,949	26.4	22.4	22	29	159.2	137.1	144.5	173.5
France	2,220	2,019	2,486	2,780	15.2	12.2	13	16	101.6	82.0	95.1	104.5
Netherlands	630	703	501	1,335	4.8	4.3	3	6	25.7	25.7	21.6	39.2
West Germany	560	632	243	558	5.0	5.4	4	6	27.3	28.2	22.4	29.8
U.S.A.	0	(3)	1	(3)	.0	(3)	(2)	(3)	.0	(3)	.8	(3)
Tape recorders	237	577	1,459	1,447	2.4	5.3	10	10	20.4	40.8	46.1	130.6
France	63	174	677	914	.7	.9	3	6	6.1	13.9	21.6	89.8
West Germany	174	129	243	197	1.7	1.3	3	2	14.3	10.6	13.5	20.4
Netherlands	(3)	240	501	299	(3)	.9	3	2	(3)	12.7	(3)	16.3
Japan	(3)	21	(3)	22	(3)	.3	(3)	(3)	(3)	1.6	(3)	2.0
U.S.A.	(3)	10	(3)	10	(3)	(3)	(3)	(3)	(3)	.4	(3)	1.2
Phonograph records[3]	(3)	(3)	(3)	(3)	27	22	7	9	111.4	96.3	97.6	106.9
France	(3)	(3)	(3)	(3)	17	(3)	6	7	93.1	81.2	84.5	98.0
U.S.A.	(3)	(3)	(3)	(3)	0	(3)	(2)	1	(3)	(3)	(3)	7.8
United Kingdom	(3)	(3)	(3)	(3)	4	(3)	1	(3)	12.2	12.7	1.6	.8
Ghana	(3)	(3)	(3)	(3)	5	(2)	(3)	(3)	4.5	.4	(3)	(3)

[1] Imports are understated, because of numerous unrecorded imports by parcel post.

[2] Less than 0.5.

[3] Data are not available.

Source: *Statistiques du Commerce Extérieur*, 1961-64.

1. Adjamé—African residential quarter. 2. Cocody—residential quarter of ambassadors and site of luxury hotels. 3. Treichville—African residential quarter and principal industrial zone. 4. Abidjan Plateau—Center of Government and commerce. 5. Loading area for logs. 6. Main port area for oceangoing ships. 7. Fishing port. 8. Vridi canal connecting lagoons to Gulf of Guinea in the Atlantic Ocean. 9. Airport (just off the photo).

Table 11.—School Enrollment, 1960-64

Item	1959-60	1960-61	1961-62	1962-63	1963-64
Item	1959-60	1960-61	1961-62	1962-63	1963-64
Primary and secondary, total	208,442	250,227	277,793	328,629	350,780
Primary, total	200,046	238,772	263,462	310,841	330,551
Boys	150,796	175,679	191,255	215,777	225,856
Girls	49,250	63,093	72,207	95,064	104,695
Secondary, total	8,396	11,455	14,331	17,788	20,229
Boys	7,190	9,948	12,448	15,255	17,405
Girls	1,206	1,507	1,883	2,533	2,824
Technical, total	(1)	(1)	[1] 1,561	[1] 1,845	[2] 3,914
Men	(1)	(1)	1,276	(1)	3,177
Women	(1)	(1)	285	(1)	737
University, total	126	245	769	968	1,186
Ivoiriens	(1)	(1)	(1)	634	690
Foreigners	(1)	(1)	(1)	334	496

[1] Excluding rural technical centers, for which data not available.
[2] Including rural technical centers.
[3] Data are not available.

Source: *Bulletin Mensuel de Statistique*, Quarterly Supplement No. 1, 1964, entitled, "Situation de l'Enseignement en Côte d'Ivoire au 1er Janvier 1964."

Table 12.—Number of Wage Earners, by Class of Employment, 1960-64

Class of employment	1960	1961	1962	1963	1964
Class of employment	1960	1961	1962	1963	1964
Agriculture-forestry and fishing[1]	78,400	80,000	84,730	87,500	90,000
Industry and power[2]	11,130	16,620	20,785	26,050	38,000
Construction and public works	16,320	15,900	21,300	16,000	
Transportation[3]	13,400	14,400	14,100	16,800	18,000
Commerce and services	25,600	26,050	27,000	28,050	33,000
Civil service	24,950	28,000	29,100	29,300	31,000
Total	169,800	180,970	197,015	203,700	210,000

[1] Does *not* include an additional 120,000 agricultural laborers who are paid in kind. [2] Includes mining. [3] Includes stevedoring and other port activities.

Source: *Situation Economique* 1963, p. 192; American Embassy, Abidjan.

Table 13.—Minimum Wages[1] for Unskilled Laborers, 1957-65

[in U.S. cents per hour]

Time	Nonagricultural labor		Agricultural labor	
	First Zone[2]	Second Zone[3]	First Zone	Second Zone
From Sept. 1, 1957, to Oct. 31, 1958	13.5	12.2	10.2	7.6
From Nov. 1, 1958, to Dec. 31, 1960	15.1	13.5	10.6	7.9
From Jan. 1, 1961, to Oct. 31, 1963	16.3	14.6	11.4	8.5
From Nov. 1, 1963, to July 1965	17.3	15.5	12.1	9.0

[1] These are base pay rates. To them must be added some 30.5 percent of "social charges," including paid holidays, workmen's compensation, family allowances, medical care, retirement pay, etc.
[2] First Zone includes Abidjan, Bingerville, Grand Bassam, Sassandra, and their immediate environs.
[3] Second Zone is the rest of the Republic of Ivory Coast.

Source: *Situation Economique*, 1963, p. 200.

BANANA TREES: Bananas are a principal export of the Ivory Coast.

Table 14.—Monthly Variation in Retail Price Index,[1] 1962-64

Month	1962	1963	1964
Average	112.4	112.4	(2)
January	113.2	111.6	110.7
February	114.6	110.4	110.6
March	114.9	113.1	113.3
April	111.2	113.6	114.0
May	110.8	113.5	113.8
June	114.2	111.7	114.9
July	114.2	113.4	115.8
August	112.3	111.7	116.1
September	111.1	110.9	(2)
October	107.8	114.0	115.5
November	112.1	112.7	114.6
December	112.4	112.2	113.7

[1] Retail price index is intended to represent cost of living of African family of 4 or 5 persons living in Abidjan, the Ivory Coast. Elements (with weight attributed to each) are as follows: food, 51.1%; lodging, 11.6%; water, electricity, fuel, and soap, 8.1%; housewares, 7.3%; clothing, 8.4%; services, 8.5%; miscellaneous, 5.0%.

[2] Data are not available.

Source: *Bulletin Mensuel de Statistique*, Jan., Apr., July, and Oct., 1963 and 1964, p. 15.

Table 16.—Meat Production, 1960-64

[Numbers of animals slaughtered in major cities]

Year	Cattle	Sheep and goats	Pigs
1960	50,717	20,974	4,418
1961	56,624	30,566	5,377
1962	54,862	22,549	6,691
1963	63,857	23,639	7,584
1964	75,427	22,075	8,831

Note: These figures represent controlled slaughter in Abidjan, Bouaké, Korhogo, and Man. Actual slaughter, especially of sheep and goats, is probably vastly greater.

Source: *Situation Economique*, 1962, pp. 35ff and *Bulletin Mensuel de Statistique*, Jan. 1965, p. 3.

Table 15.—Imports of Various Food Products, in Weight and Value, 1962-64

[Weight in metric tons; value in thousands of dollars]

Food	Weight			Value		
	1962	1963	1964	1962	1963	1964
Cereal preparations						
Wheat flour	4,143	12,586	12,905	597.6	1,828.6	1,857.1
Noodles	252	320	338	108.2	130.6	134.7
Baked goods	370	492	1,137	285.7	388.2	804.1
Meat and fish						
Fresh and frozen meats	401	500	467	724.1	835.5	889.8
Preserved meat[1]	338	369	365	343.7	376.3	395.9
Canned sardines	667	842	803	361.6	455.5	440.8
Other preserved fish	96	189	208	110.6	125.7	183.7

[1] Excluding sausage and liver paste.

Source: *Statistiques du Commerce Extérieur*, 1961-64.

Table 17.—Imports of Clothing and Other Textile Products, in Weight and Value, 1961-64

[Weight in metric tons; value in thousands of dollars]

Article	Weight				Value			
	1961	1962	1963	1964	1961	1962	1963	1964
Clothing	395	342	386	666	2,254.7	2,004.5	2,349.0	4,702.0
Men's outer garments	233	211	245	379	1,330.2	1,133.1	1,367.3	2,469.4
Women's outer garments	30	34	33	46	218.8	243.7	249.0	428.6
Children's outer garments	1.9	2.6	4	9	11.8	26.1	36.7	71.4
Men's underwear	93	59	69	148	508.6	383.3	449.0	1,175.5
Women's underwear	4.3	6.3	5	13	32.2	44.5	42.4	77.6
Children's underwear	9.5	5.9	8	7	18.4	22.4	33.1	36.7
Handkerchiefs	6.3	4.8	5	8	33.1	26.5	33.1	44.9
Shawls, etc.	14.6	9.6	7	40	61.2	52.3	42.4	244.9
Neckties	.3	.4	.7	1	10.2	12.2	8.6	20.4
Hats	40	33	27	61	256.7	227.8	159.6	387.8
Rugs, upholstery, etc.	68	57	78	104	356.3	194.7	258.8	371.4
Cotton blankets	436	195	140	258	301.6	151.0	112.7	208.2
Other blankets	82	50	26	27	99.2	61.6	38.4	42.4
Household linens	500	287	443	24	927.8	584.9	888.6	44.8
Knitwear	225	171	132	224	889.0	741.6	655.1	1,318.4
Used clothing	3,250	2,750	2,067	2,579	920.4	784.5	666.9	922.4
Synthetic fabrics								
Discontinuous [1]	1,083	803	946	1,323	1,968.6	1,466.5	1,899.2	3,355.1
Continuous [2]	64	35	59	111	362.0	212.7	361.2	710.2

[1] Discussed under chapter II. [2] Discussed under chapter III.

Source: *Statistiques du Commerce Extérieur*, 1961-64.

Table 18.—Imports of Household Goods, in Weight and Value, 1961-64

[Weight in metric tons; value in thousands of dollars]

Article	Weight				Value			
	1961	1962	1963	1964	1961	1962	1963	1964
Hardware [1]	5,870	9,916	13,085	(2)	3,568.2	5,600.4	6,840.8	(2)
Housewares	(2)	6,194	6,685	(2)	(2)	3,592.7	3,960.8	(2)
Tools	(2)	3,722	6,400	(2)	(2)	2,007.8	2,880.0	(2)
Chairs								
Wood, not upholstered	140	123	83	111	101.2	98.4	76.7	107.8
Other, not upholstered	125	117	152	147	145.7	129.0	144.1	175.9
Upholstered	40	65	99	120	97.6	136.3	249.0	262.4
Chair backs	3	11	7	8	6.1	33.5	9.0	6.5
Other furniture								
Wood furniture (other than chairs)	220	263	221	186	595.1	291.4	284.5	247.8
Metal beds	331	221	321	241	183.3	131.8	189.8	161.6
Other metal furniture	477	560	473	420	576.7	518.4	482.9	418.8
Other furniture (neither wood nor metal) nonupholstered	16	13.5	14	19	35.9	24.1	23.3	30.6
Upholstered furniture	21	22	17	50	33.5	34.7	29.4	106.1
Bedding								
Bedsprings	18	7.7	10	14	9.4	3.7	6.9	10.2
Mattresses	175	174	204	206	160.8	159.2	166.9	175.5
Other bedding	9.8	18.6	16	10	20.4	32.2	306.1	18.8

[1] The source of these statistics on hardware, is *Marchés Tropicaux*, Dec. 19, 1964, pp. 3171ff. Figures listed under 1961 are 1958-61 averages.

[2] Data are not available.

Source: *Statistiques du Commerce Extérieur*, 1961-64.

Table 19.—Production and Consumption of Electric Energy, 1960-64

[Thousand kw.-hr.]

Item	1960	1961	1962	1963	1964
Production, total	67,226	91,668	117,742	154,560	182,748
Hydro production [1]	58,922	73,400	90,014	106,944	96,012
Thermal production	8,304	18,268	27,728	47,616	86,736
Abidjan thermal	2,479	10,157	16,381	32,271	66,607
Consumption, total	57,170	79,231	101,587	130,720	157,975
Low tension (L.T.)	30,140	41,806	56,989	71,698	83,200
High tension (H.T.)	27,030	37,425	44,598	59,022	74,775
Abidjan L.T.	26,419	36,357	49,214	62,088	71,461
Abidjan H.T.	25,493	34,972	40,429	51,712	65,460
Subscribers, number of	16,597	20,377	24,857	29,028	34,204
Low tension	16,444	20,204	24,654	28,771	33,931
High tension	153	173	203	257	273

[1] All Ivory Coast hydroelectric power is produced at Abidjan.

Source: *Situation Economique* 1962, pp. 44ff, and *Bulletin Mensuel de Statistique*, Jan. 1965, p. 4.

Note: Low tension means 230 volts; high tension means more than 230 volts.

Table 20.—Imports of Cosmetics, Drugs and Medicines by Principal Supplying Country, 1962-64

[Thousands of dollars]

Product	1962	1963	1964
Perfumed alcohols	266.0	279.5	322.5
France	258.4	273.5	281.1
Algeria	7.2	6.9	8.1
Talcum powder	33.3	21.5	21.4
France	28.3	18.2	19.3
Norway	3.3	3.3	2.1
Other perfumery, etc.	414.1	548.8	132.9
France	310.3	484.4	92.1
United Kingdom	41.5	35.7	8.8
Algeria	31.3	6.6	2.8
West Germany	7.5	7.3	4.8
Italy	17.5	3.0	.0
U.S.A.	3.5	8.8	.0
Toilet soap, including medicated soap	245.9	288.6	274.3
France	220.4	264.3	249.8
Netherlands	7.1	22.1	17.7
United Kingdom	17.3	2.2	6.8
Vitamins and vitamin preparations	8.5	5.9	9.8
France	5.0	3.6	8.0
West Germany	1.3	2.3	1.9
U.S.A.	2.2	.0	.0
Proprietary drugs	1,958.7	1,770.1	2,400.9
France	1,925.6	1,741.5	2,382.2
Morocco	11.2	9.8	13.2
U.S.A.	1.1	1.6	2.4
Israel	18.5	17.2	.0
Bandages	181.2	137.1	132.1
France	181.2	137.1	132.1
Other pharmaceutical products	1,525.9	1,907.7	2,392.1
France	1,424.9	1,725.1	2,382.2
West Germany	18.8	.5	7.5
U.S.A.	.2	1.6	2.4
Israel	60.9	17.2	.0

Source: *Statistiques du Commerce Extérieur*, 1962-64.

INTERCOASTAL CANAL: This Canal of Assinie serves to connect the waterways along the Atlantic border of the Ivory Coast.

Table 21.—Imports of Photographic Equipment, Toys, and Sporting Goods, in Weight and Value, 1961-64

[Weight in metric tons; value in thousands of dollars]

Item	Weight				Value			
	1961	1962	1963	1964	1961	1962	1963	1964
Cameras (still)	2.6	2.4	2.8	2.9	52.7	53.1	50.2	69.4
France	1.5	.9	1.2	1.7	10.2	7.3	16.3	32.7
Germany	.5	.9	1.1	.7	30.2	32.7	22.4	20.4
Japan	.4	.3	(1)	.2	8.2	7.8	3.3	8.2
Switzerland	.2	.1	.1	(1)	3.3	2.4	6.1	.8
Movie cameras	.9	.6	5.1	6	15.8	14.7	46.1	95.9
France	.1	.1	4.3	5	1.6	1.6	22.0	55.9
Japan	.3	.1	.5	.7	3.7	2.4	11.8	20.0
Switzerland	.3	.2	.2	(1)	6.1	5.3	5.4	2.9
Movie projectors	3.0	4.1	5.1	2.5	24.1	38.4	43.3	281.6
France	1.9	1.6	1.6	1.5	15.5	19.2	15.1	163.3
Switzerland	.4	.5	.6	.3	2.9	2.9	7.8	4.5
Italy	(1)	1.7	1.8	.3	(1)	12.2	13.5	2.4
Photo laboratory equipment	8.0	9.1	11.6	9.4	55.1	88.6	82.9	72.2
Photo supplies (film, etc.)	72.3	100.5	134	198	302.9	414.3	536.7	64.5
Games and toys	98	200	165	164	211.4	406.1	409.8	1,663.3
Guns (for hunting)	32	12.1	5.4	5	374.3	140.0	88.6	328.6
Ammunition	649	454	418.6	389	753.1	535.5	497.6	2,441.6
Accessories (for hunting and fishing)	14	48	17.4	75.8	38.8	85.3	35.1	193.9

[1] Data are not available.
Source: *Statistiques du Commerce Extérieur*, 1961-64.

Table 22.—Imports of Petroleum Products, in Weight and Value, 1961-64

[Weight in metric tons; value in thousands of dollars]

Item and principal suppliers	Weight				Value			
	1961	1962	1963	1964	1961	1962	1963	1964
Petroleum products	194,799	202,351	217,616	227,020	8,055.0	8,200.1	8,776.6	11,133.8
Venezuela	101,910	108,556	99,558	148,796	3,627.2	3,729.5	3,412.0	4,680.7
Algeria	5	7,064	0	25,571	1.3	3.1	.0	817.6
Iraq	6,903	20,696	48,056	25,590	249.4	746.5	1,600.5	756.7
Kuwait	0	8,997	23,326	24,189	.0	308.2	744.0	710.3
West Indian Federation	12,974	5,814	4,660	17,486	459.5	191.4	153.8	605.3
Aden	2,780	0	501	8,971	79.6	.0	17.9	238.2
France	38,541	50,028	2,356	951	2,375.9	2,820.8	232.4	192.7

Sources: *Situation Economique* 1963, pp. 150f, tables F25 and F26; *Statistiques du Commerce Extérieur*, 1961-64.

Table 23.—Imports of Raw Materials, in Weight and Value, 1961-64

[Weight in metric tons; value in thousands of dollars]

Item and principal suppliers	Weight				Value			
	1961	1962	1963	1964	1961	1962	1963	1964
Salt	27,889	16,477	25,336	21,527	712.3	441.3	772.3	695.6
Senegal [1]	10,256	10,859	18,744	16,850	257.1	269.4	579.6	553.0
Algeria	6,215	1,528	2,431	3,399	162.8	46.3	63.1	89.8
France	6,166	2,418	3,165	1,278	177.2	87.0	105.9	52.8
Tallow	1,115	1,991	2,953	7,593	237.9	384.9	450.3	1,276.0
U.S.A.	0	1,984	2,840	7,590	.0	382.6	424.6	1,274.8
France	1,115	6	113	3	237.9	2.3	25.7	1.3
Palm oil, crude	5,276	5,603	3,731	2	1,150.8	1,238.7	883.6	.2
Congo-Leopoldville	2,210	2,529	2,024	0	496.1	568.8	456.1	.0
Nigeria	0	2,031	1,707	0	.0	433.1	427.5	.0
Dahomey [2]	2,460	1,043	0	0	518.4	228.6	.0	.0
Soybean oil	0	0	0	3,955	.0	.0	.0	910.9
U.S.A.	0	0	0	3,955	.0	.0	.0	910.9
Sisal	741	782	870	671	177.1	194.6	314.3	231.6
Angola	641	634	630	346	154.6	159.2	232.7	189.2
Madagascar	0	0	59	320	.0	.0	16.3	89.6
France	(3)	0	120	0	.1	.0	44.9	.0
Used clothing	3,146	2,657	4,046	2,559	891.4	754.6	1,303.8	918.0
U.S.A.	1,515	2,014	1,696	2,341	430.9	586.8	548.4	838.1
France	186	98	149	202	55.0	34.3	51.5	74.0
Netherlands	1,255	409	116	16	341.8	98.1	31.1	5.9

[1] Based on imports from West African Customs Union, most of which presumed to originate in Senegal.
[2] Based on imports from West African Customs Union, most of which presumed to originate in Dahomey.
[3] Less than 0.5.

Source: *Statistique du Commerce Extérieur*, 1961-64; *Situation Economique* 1963, pp. 151ff, tables F27 and F28 and pp. 182ff.

Table 24.—Imports of Semimanufactures, in Weight and Value, 1961-64

[Weight in metric tons; value in thousands of dollars]

Item and principal supplier	Weight				Value			
	1961	1962	1963	1964	1961	1962	1963	1964
Cement and binders	136,248	168,593	171,976	244,372	2,278.7	2,745.2	2,936.0	4,428.6
Belgium and Luxembourg	39,051	57,524	32,722	104,542	494.6	891.4	565.6	1,900.6
France	91,222	109,988	127,560	55,419	1,545.9	1,831.8	2,168.3	1,104.8
Norway	0	20	7,288	29,963	.0	.8	122.4	524.0
Poland	0	0	0	26,173	.0	.0	.0	396.7
Italy	0	0	2,777	7,107	.0	.0	53.1	138.7
Senegal [1]	33,263	11,197	1,570	0	551.0	187.8	24.5	.0
Common metals	39,129	31,068	39,495	54,319	5,859.5	5,576.2	7,253.1	11,063.6
France	26,827	27,988	33,485	41,989	5,024.9	4,803.8	6,107.7	8,293.6
Belgium and Luxembourg	2,323	2,779	3,939	10,864	579.0	543.5	753.5	2,588.9
West Germany	33	615	896	1,466	19.3	102.8	145.4	175.8
Italy	23	173	(2)	972	16.2	87.5	81.6	148.3
U.S.A.	(2)	2	(2)	(2)	1.3	3.0	40.3	(2)
Fertilizers	16,828	15,817	13,228	20,973	1,195.3	1,019.5	853.8	1,422.2
France	14,703	12,104	9,455	15,978	1,082.8	846.0	661.4	1,137.5
Italy	134	294	439	1,413	9.5	18.9	30.5	117.0
West Germany	108	517	1,724	1,739	9.3	32.3	87.0	90.7
Belgium and Luxembourg	1,392	2,577	1,485	1,842	69.7	102.9	63.7	76.9
Pharmaceutical products	4,795	4,594	5,641	5,438	2,918.5	3,016.6	3,554.4	3,777.0
France	3,627	3,894	4,273	4,830	2,514.6	2,453.2	2,863.4	3,452.4
West Germany	78	111	278	491	56.9	71.1	161.8	234.3
U.S.A.	2	4	289	60	2.3	8.1	123.6	46.6
Netherlands	154	216	51	48	159.1	180.9	17.3	27.2
Algeria	552	135	99	9	98.3	64.9	44.9	6.5
Chemical products	4,405	5,677	7,573	13,150	725.3	910.9	1,087.7	1,752.5
France	3,940	4,328	6,391	12,449	638.7	722.0	882.8	1,432.9
U.S.A.	(2)	15	76	137	.6	4.8	45.8	166.5
West Germany	239	269	517	505	41.7	65.5	83.1	127.6
Belgium and Luxembourg	66	162	111	76	15.6	13.5	11.3	20.3
Italy	76	591	237	13	9.3	49.6	20.8	5.2
Paper and cardboard	3,680	3,725	5,804	8,249	1,310.2	1,449.0	1,653.1	2,922.4
France	(2)	(2)	3,833	5,453	(2)	1,371.4	1,232.7	2,228.6
Sweden	(2)	(2)	686	939	(2)	(2)	93.9	146.9
West Germany	(2)	(2)	6	32	(2)	.0	8.2	24.5
Plastic materials	529	943	1,741	3,754	437.3	702.0	1,224.5	2,068.2
France	377	657	1,325	2,618	360.6	554.6	28.6	1,510.2
United Kingdom	2	11	10	428	1.1	3.6	12.2	142.9
West Germany	19	86	80	204	21.9	58.8	53.1	126.5
U.S.A.	(3)	1	2	276	.0	1.0	4.1	118.4
Italy	125	179	306	141	46.8	74.2	110.2	73.5
Miscellaneous metal products	5,239	5,692	6,348	14,016	3,926.5	3,209.8	3,877.6	7,012.2
France	(2)	4,420	5,071	12,362	(2)	2,370.6	2,975.5	5,718.4
U.S.A.	(2)	74	130	282	(2)	131.0	167.3	355.1
West Germany	(2)	168	145	327	(2)	128.2	163.3	269.4
United Kingdom	(2)	524	135	151	(2)	198.0	163.3	183.7
Morocco	(2)	224	231	303	(2)	216.3	135.8	175.5
Italy	(2)	112	163	257	(2)	78.0	77.6	118.4
Belgium	(2)	4	259	102	(2)	4.5	69.4	44.9

Table 24.—Imports of Semimanufactures, in Weight and Value, 1961-64—continued

[Weight in metric tons; value in thousands of dollars]

Item and principal supplier	Weight				Value			
	1961	1962	1963	1964	1961	1962	1963	1964
Semimanufactures, total	201,844	236,109	251,806	364,301	18,647.3	18,629.2	22,440.2	34,386.7
France	140,696	162,479	191,393	151,098	11,164.5	14,953.4	16,920.4	23,878.4
Belgium and Luxembourg	33,832	63,146	138,516	117,426	1,158.9	1,555.8	1,463.5	4,631.6
West Germany	477	1,766	3,636	4,744	149.1	458.7	701.9	1,951.8
Italy	358	1,259	3,922	2,796	81.8	258.2	373.8	601.1
U.S.A.	2	96	497	755	4.2	147.9	430.6	834.9

[1] Based on imports from West African Customs Union, most of which presumed to originate in Senegal. See *Situation Economique* 1963, pp. 182ff.
[2] Data are not available.
[3] Less than 0.5.

Sources: *Situation Economique 1963*, pp. 153 ff, tables F29 and F30; American Embassy, Abidjan; *Statistiques du Commerce Extérieur* 1961-64.

Table 25.—Imports of Capital Goods, in Weight and Value, 1961-64

[Weight in metric tons; value in thousands of dollars]

Item and principal supplier	Weight				Value				Percent change in value, 1961-64
	1961	1962	1963	1964	1961	1962	1963	1964	
Machinery and equipment	5,445	5,575	5,630	8,710	10,939.0	11,236.9	13,155.8	18,916.2	42
France	3,299	3,254	3,690	5,270	7,569.7	6,413.2	8,880.8	11,564.6	35
U.S.A.	917	1,306	978	1,496	1,792.1	2,376.1	1,851.6	2,801.5	36
Italy	265	176	182	619	461.9	438.7	446.6	1,373.3	66
West Germany	229	241	232	380	647.4	681.4	760.2	1,232.8	47
Belgium and Luxembourg	111	94	77	228	191.2	191.0	152.4	517.3	63
United Kingdom	382	266	245	189	566.0	545.9	518.0	485.7	—15
Sweden	39	60	76	80	94.8	207.1	229.7	297.3	60
Switzerland	31	12	(1)	(1)	144.1	75.6	85.7	(1)	
Electrical machinery	3,639	4,057	5,122	7,114	6,226.6	6,369.7	10,092.1	13,737.8	55
France	3,089	3,707	4,669	5,973	5,003.3	5,516.4	7,823.9	10,939.7	54
U.S.A.	39	42	178	411	136.4	131.8	1,500.1	1,256.1	89
United Kingdom	96	60	15	293	104.4	89.3	73.9	429.8	76
West Germany	132	77	113	106	514.8	330.1	324.4	394.6	—23
Canada	0	0	(1)	(1)	.0	.0	(1)	289.8	
Netherlands	24	18	21	27	139.6	104.7	127.5	168.1	17
Hardware and tools	1,273	1,144	1,482	1,572	1,151.0	1,134.7	1,591.8	1,742.9	34
France	(1)	(1)	333	650	(1)	742.9	820.4	951.0	
United Kingdom	(1)	(1)	622	550	(1)	228.6	428.6	371.4	
West Germany	(1)	(1)	231	249	(1)	102.0	155.1	163.3	
Netherlands	(1)	(1)	52	71	(1)	89.8	98.0	142.9	
U.S.A.	(1)	(1)	2.2	6	(1)	28.6	32.7	36.7	
Trucks	4,644	3,689	2,706	5,839	5,810.0	4,149.6	3,605.8	6,951.0	16
France	4,119	3,046	2,340	4,727	5,052.5	3,315.8	3,132.6	5,664.3	11
West Germany	207	152	113	357	310.5	221.4	174.3	573.9	46
United Kingdom	36	147	155	285	52.9	180.0	189.2	363.8	85
U.S.A.	118	102	63	86	166.1	106.9	75.5	110.4	—34
Algeria	127	189	0	90	192.8	265.5	.0	132.9	3
Italy	12	19	13	76	16.7	26.7	17.1	84.2	80
Automobiles and buses	3,998	3,011	3,007	3,816	5,859.0	4,733.8	4,741.4	5,918.4	1
France	3,568	2,515	2,275	2,695	5,167.6	3,879.2	3,496.3	3,998.6	23
West Germany	275	287	472	697	360.0	519.8	843.1	1,234.0	71
Italy	54	89	137	161	79.7	136.7	216.2	249.3	68
U.S.A.	88	66	69	120	167.3	110.8	113.9	223.4	25
United Kingdom	43	25	36	94	58.1	36.5	56.8	155.5	53
Automotive spare parts	6,080	1,651	1,880	2,774	4,836.3	4,068.1	4,612.8	6,732.2	28
France	5,308	1,058	1,091	1,681	3,042.4	2,572.0	2,947.5	4,242.5	28
U.S.A.	256	272	290	437	1,024.0	788.4	687.7	1,192.8	14
West Germany	192	186	299	400	394.4	497.1	628.6	835.2	53
United Kingdom	125	71	122	162	205.4	147.8	227.4	314.7	35
Italy	76	52	59	57	107.3	65.7	79.8	99.8	—7
Motorcycles, bicycles, and parts	1,411	910	1,519	1,730	2,162.3	1,441.5	1,470.8	2,569.6	16
France	1,354	847	1,414	1,582	2,060.4	1,348.9	1,329.1	2,266.5	9
Italy	7	23	35	74	4.2	15.2	54.5	138.1	97
West Germany	6	11	42	38	22.8	33.4	46.0	113.3	80
Netherlands	25	25	17	28	40.3	33.9	24.6	29.7	—26
U.S.A.	(3)	(3)	(3)	1	.1	.0	.2	4.8	98
Other transport equipment	6,626	5,127	7,419	9,209	8,221.3	8,506.4	11,442.5	20,136.7	59
U.S.A.	1,044	892	1,280	1,317	1,623.2	1,452.2	2,070.8	8,848.3	82
France	4,048	3,214	3,779	5,427	4,503.9	5,277.8	8,885.5	7,094.0	37
West Germany	1,098	634	1,384	1,438	1,594.2	983.1	2,636.2	2,439.3	35
Algeria	169	86	237	431	233.6	138.7	386.8	724.1	68
Japan	0	0	0	204	.0	.0	.0	478.6	100
Netherlands	78	101	29	87	132.5	164.1	35.7	129.0	—3
Belgium	(3)	(3)	(1)	(1)	.4	.7	176.3	(1)	
Tires	2,131	2,118	2,799	3,447	2,761.3	2,664.8	3,568.8	4,299.1	37
France	1,993	1,959	2,490	3,052	2,589.9	2,471.8	3,212.6	3,940.5	34
Italy	73	94	(1)	221	89.5	96.5	230.5	235.4	62
West Germany	40	50	33	81	42.1	66.0	88.3	94.8	56
Capital goods, total	35,247	27,282	31,564	44,011	47,966.8	44,245.0	43,981.8	81,103.9	41
France	26,688	19,600	22,081	31,057	34,989.7	31,633.0	37,525.7	50,652.7	31
West Germany	2,562	2,680	2,869	3,894	4,909.2	4,994.8	6,332.5	14,474.0	66
U.S.A.	2	1,638	2,969	3,746	3,885.4	3,344.3	5,656.2	7,071.2	45
United Kingdom	682	569	1,195	1,483	986.8	1,236.1	1,484.9	2,118.9	53

[1] Data are not available.
[2] Less than 0.5.

Source: *Situation Economique 1962*, pp. 154ff, table F32; *Statistiques du Commerce Extérieur*, 1961-64.

Table 26.—Miscellaneous Imports, in Weight and Value, 1961-64

[Weight in metric tons; value in thousands of dollars]

Item and principal supplier	Weight				Value			
	1961	1962	1963	1964	1961	1962	1963	1964
Burlap bags	5,796	6,467	10,724	10,440	2,223.5	2,014.4	2,838.1	3,478.1
France	2,476	2,797	3,494	4,825	1,127.1	1,029.6	1,380.7	2,026.4
Pakistan	782	896	1,446	2,925	273.2	260.2	379.2	752.9
Netherlands	270	356	550	759	91.4	108.3	149.4	202.8
India	1,616	1,321	393	305	561.2	398.4	99.7	104.7
U.S.A.	16	9	0	500	3.1	2.4	.0	50.0
Cambodia	22	1	3,664	193	1.8	.1	524.6	17.9
West Indian Fed.	0	316	394	0	.0	88.5	103.4	.0
Ceramics and glassware	12,923	11,963	11,232	11,762	2,907.4	2,786.1	2,876.5	3,111.8
France	8,437	7,097	7,271	7,894	2,162.6	1,872.3	2,021.8	2,209.8
West Germany	668	1,969	1,449	1,029	149.0	452.9	347.9	300.5
Belgium and Luxembourg	1,291	410	542	929	33.4	70.6	97.1	186.5
Morocco	2,149	2,082	1,373	1,177	243.0	251.3	176.4	142.5
Italy	1,133	196	133	339	220.8	32.2	45.8	88.5
Austria	89	83	125	102	41.0	44.2	60.4	52.7
U.S.A.	3	2	2	7	7.8	5.7	8.8	17.7
Paints and varnishes	1,242	1,080	1,392	1,828	805.8	706.3	1,054.8	1,366.1
France	1,078	968	1,093	1,355	612.5	607.2	676.9	916.5
West Germany	96	16	74	72	100.0	31.3	139.8	144.5
United Kingdom	11	19	20	41	14.8	11.9	38.6	88.3
U.S.A.	(1)	(1)	(1)	1	.4	.1	.4	1.5
Precision instruments	189	208	276	300	1,097.8	1,286.1	1,657.7	2,281.8
France	174	188	195	262	906.0	986.3	1,169.6	1,791.8
Switzerland	2	3	3	3	16.8	132.0	122.5	168.7
West Germany	6	9	14	14	76.3	93.9	104.9	113.9
U.S.A.	1	2	21	10	8.6	13.8	76.0	105.7
Italy	2	2	(2)	15	14.5	17.7	130.6	14.9
Miscellaneous imports, total	20,150	19,718	23,624	24,330	7,034.5	6,792.9	8,427.1	10,237.8
France	12,165	11,050	12,053	14,336	4,808.2	4,495.4	5,249.0	6,938.5
West Germany	770	1,994	1,537	1,125	325.3	578.1	592.6	564.7
Pakistan	782	896	1,446	2,925	273.2	260.2	379.2	752.9

[1] Less than 0.5.
[2] Data are not available.
Source: *Situation Economique 1962*, pp. 159ff, table F36; *Statistiques du Commerce Extérieur*, 1961-64.

Table 27.—Area Planted to Crops and Agricultural Production, 1960-63

[Area in thousands of hectares[1]; production in thousands of metric tons]

Crop	Area planted				Production			
	1960	1961	1962	1963	1960	1961	1962	1963
Food								
Cereals	568	524	621	643	390	314	480	466
Other food	390	314	480	466	3,730	3,435	4,080	4,117
Export								
Coffee	676	506	520	531	191	78	189	225
Cocoa	239	268	288	321	87	79	100	97
Bananas	7.6	8.8	9.5	10.2	120	117	138	167
Pineapples	0.7	1.0	1.4	1.6	23	23	33	45
Kola nuts	(2)	(2)	(2)	(2)	34	28	28	30
Industry								
Palm oil	(3)	(3)	[4] 7.0	[4] 8.0	18	20	30	24
Rubber	7.6	8.5	10.2	(3)	0	.1	.2	[5] 4
Cotton	71.5	52.8	61.4	77.8	7	6	9	12
Tobacco	5.5	5.9	7.2	8.0	2.0	1.7	2.2	2.4

[1] One hectare=2.471 acres.
[2] Kola nut trees grow throughout the southern half of the country.
[3] Data are not available.
[4] Plantations only; plantations were expanded to reach 33,000 hectares in 1965 and will attain 75,000 hectares in 1970. See footnote 1.
[5] Production expected to reach 12,000 metric tons by 1970.
Source: *Situation Economique 1962*, pp. 7ff; 1963, pp. 7ff.

Table 28.—Imports of Agricultural Equipment and Machinery, in Weight and Value, 1961-64

[Weight in metric tons; value in thousands of dollars]

Item and principal supplier	Weight				Value			
	1961	1962	1963	1964	1961	1962	1963	1964
Hand tools	829	627	1,051	1,013	447.3	361.6	679.2	616.3
Great Britain	(1)	(1)	622	549	(1)	(1)	429.8	371.4
Germany	(1)	(1)	213	214	(1)	(1)	43.7	114.3
France	(1)	217	194	227	(1)	101.5	109.0	114.3
Sprayers	136.8	39.2	30.5	55	535.1	115.9	106.7	265.3
France	97.0	26.8	28.3	34	462.4	70.6	94.3	134.7
West Germany	7.3	1.5	(2)	20	41.2	6.9	(1)	122.4
United Kingdom	27.3	3.4	(1)	(1)	4.5	12.2	(1)	4.1
Machinery for preparing and cultivating the soil	35.5	63.9	59.4	184	35.0	62.4	55.5	709.0
France	29.3	28.3	51.0	87	28.2	31.0	85.7	578.8
U.S.A.	5.9	22.2	(1)	76	7.8	20.4	(1)	129.4
Machinery for threshing, harvesting, etc.	157.8	65.9	65.1	265	210.2	104.1	100.0	334.7
France	117.6	35.9	46.8	236	132.7	49.4	58.4	290.2
West Germany	29.1	20.5	11.0	13	61.2	44.1	24.1	35.9
U.S.A.	.9	7.7	(1)	3	1.6	8.6	.4	8.2
Other agricultural machinery	5.4	19.5	11.0	(1)	7.3	60.0	16.7	27.3
France	5.3	6.0	8.8	(1)	5.3	5.3	12.2	19.2
U.S.A.	.1	.1	(1)	(1)	1.6	2.4	(1)	8.2
Poultry equipment	8.0	8.9	14.6	11	10.6	11.8	20.0	24.5
France	8.0	5.6	10.3	7	10.6	8.6	14.7	12.2

[1] Data are not available.
Source: *Statistiques du Commerce Extérieur*, 1961-64.

Table 29.—Imports of Heavy Construction Equipment, in Units, Weight, and Value, 1962-64

[Weight in metric tons; value in thousands of dollars]

	Units			Weight			Value		
	1962	1963	1964	1962	1963	1964	1962	1963	1964
Cranes				135	154	(1)	124.5	116.3	261.2
France			3	103	70	179	76.7	77.6	81.6
Italy				0	(1)	(1)	.0	(1)	32.7
Netherlands			3	17	(1)	12	22.9	.0	16.3
Clamshell buckets			2	9	7	49	11.8	8.2	20.4
France				6	4	(1)	9.0	6.5	20.4
U.S.A.				3	3	11	2.9	1.2	.0
Mechanical conveyors				46	32	81	107.8	85.3	146.9
France				42	27	71	96.7	76.7	114.3
U.S.A.				0	(1)	2	.0	(1)	8.2
Italy				3	1	.2	7.0	2.9	4.1
Frontend loaders, track				1	5	0	1.6	5.3	.0
U.S.A.				1	(1)	(1)	1.6	(1)	(1)
Sweden				(1)	5	(1)	(1)	5.3	(1)
Power shovels, mining		2	22	101	21	57	156.3	31.4	93.9
France		1	16	37	18	28	56.7	29.0	44.9
U.S.A.		0	6	62	1	29	97.0	2.0	49.0
Other excavators		4	8	22	(1)	44	31.4	(1)	61.2
Other loaders	8	25	13	36	82	95	52.2	143.3	171.4
U.S.A.	7	14	7	23	33	18	33.1	58.8	126.5
France	1	11	5	12	49	12	18.8	84.5	36.7
Motor graders	140	21	75	230	131	576	529.0	188.2	873.5
U.S.A.	37	14	33	185	84	275	444.1	131.0	465.3
France	103	6	42	45	46	300	84.9	56.7	404.1
Drilling equipment	9	(1)	(1)	25	4	6	21.2	17.1	16.3
France				24	3	3	9.4	14.3	8.2
U.S.A.				1	.4	3	11.8	2.4	8.2
Mechanical shovels, construction	5	17	10	.2	12	71	.8	17.6	102.0
France	5	6	7	.2	8	48	.8	11.8	81.6
U.S.A.	(1)	5	2	(1)	3	22	(1)	4.9	20.4
Scrapers				250	524	683	324.5	506.5	591.8
U.S.A.				144	398	347	190.2	343.7	371.4
France				89	96	73	109.4	129.4	130.6
United Kingdom				14	20	28	20.0	18.4	20.4
Italy				(1)	4	10	(1)	9.4	8.2
Road rollers				17	22	35	15.9	23.3	32.7
France				17	19	17	15.9	21.6	12.2
West Germany				(1)	3	14	(1)	1.6	16.3
Other mining machinery				164	4	.9	42.4	4.5	.4
France				(1)	1	.7	(1)	.8	.4
U.S.A.				164	3	.1	41.2	3.7	(1)
Screening machines				98	10	90	150.6	16.7	224.5
Belgium				47	1	81	75.5	3.7	134.7
Italy				0	(1)	3	.0	(1)	49.0
France				42	3	4	67.8	5.3	16.3
Mills, rod and ball				90	93	40	55.1	64.5	40.8
France				90	41	37	55.1	29.4	36.7
Belgium				(1)	6	2	(1)	10.6	4.1
Italy				0	46	0	.0	24.9	.0
Mixers				62	67	92	61.2	81.6	98.0
France				56	55	82	54.7	51.8	81.6
West Germany				4	2	8	5.7	4.5	12.2
Belgium				(1)	10	(1)	(1)	23.3	(1)
Batching plants				10	13	30	20.4	19.2	53.1
France				10	7	13	20.4	11.8	24.5
South Africa				(1)	6	(1)	(1)	7.3	(1)
Crushers				22	40	15	25.3	51.0	40.8
France				21	40	8	22.0	50.6	20.4
Paving-breakers				10	3	5	20.4	15.9	24.5
France				9	3	4	17.1	12.7	20.4
West Germany				1	(1)	.5	2.9	2.9	4.1
Tractors		77	93	866	1,288	1,600	1,328.2	1,942.0	449.0
U.S.A.		59	53	725	1,066	670	1,136.3	1,646.9	232.7
France		13	39	141	139	621	191.8	188.6	212.2
Dump trucks	175	114	176	640	509	811	759.6	662.4	1,098.0
France	143	111	143	473	497	684	547.3	651.4	873.5
West Germany	6	(1)	23	25	4	99	32.7	6.9	191.8
Other trucks	1,710	1,263	2,644	3,049	2,197	4,828	3,389.8	2,943.3	5,849.0
France	1,522	1,065	2,362	2,754	1,843	4,049	2,768.6	2,477.6	4,791.8
West Germany	43	58	73	126	110	258	189.0	167.3	383.7
United Kingdom	76	70	118	107	156	278	180.0	180.4	355.1
U.S.A.	40	27	41	102	58	86	107.0	74.3	110.2
Algeria	13	0	17	57	0	90	90.2	.0	134.7
Log trailers and logging arches	195	229	260	553	929	1,356	563.3	1,041.6	1,502.0
France	153	150	193	401	522	850	407.8	635.5	861.2
West Germany	37	76	34	140	375	396	142.9	375.1	244.9
U.S.A.	1	1	7	2	3	23	4.9	4.9	57.1
Denmark	2	2	8	2	17	7	2.4	15.1	8.2
Pumps, mechanically operated				34	13	21	62.0	24.9	40.8
France				28	13	19	48.6	23.7	40.8
U.S.A.				6	(1)	(1)	11.0	(1)	(1)
Other pumps and compressors				130	176	16	395.1	476.7	714.3
France				92	142	11	249.4	386.9	571.4
U.S.A.				28	21	(1)	118.4	22.0	65.3
Italy				6	2	4	14.3	6.1	20.4
Total							8,250.6	8,486.9	12,506.5

[1] Data are not available.

Source: *Statistiques du Commerce Extérieur*, 1962-64. For further discussion, see *Marchés Tropicaux*, Dec. 19, 1964, pp. 3104ff.

Table 30.—Building Permits Issued in Abidjan, 1961-64

[Number of buildings; area in thousands of square feet]

Building	Number of buildings				Area			
	1961	1962	1963	1964	1961	1962	1963	1964
Single-story dwellings	1,143	766	562	503	1,896.3	1,443.7	1,132.5	1,319.0
Multi-story dwellings	308	216	227	275	1,607.0	1,625.8	1,218.3	1,713.3
Industrial buildings	19	15	18	20	218.1	152.9	329.3	160.5
Commercial buildings	45	30	12	17	104.3	59.7	93.4	71.5
Warehouses	23	19	25	41	117.3	823.3	114.8	270.3
Others	36	34	54	45	117.2	298.7	88.5	518.2
Total	1,574	1,080	902	901	4,060.2	4,404.1	2,976.8	4,052.8

Source: *Bulletin Mensuel de Statistique*, Jan. 1964, and Jan. 1965, p. 4.

Table 31.—Motor Vehicles Operating in the Ivory Coast, 1960-64

Vehicle	Dec. 31, 1960	Dec. 31, 1961	Dec. 31, 1962	Dec. 31, 1963[1]	Dec 31, 1964[2]
Passenger cars	11,454	15,526	18,953	22,000	28,074
Ordinary trucks	10,100	12,564	14,014	16,000	18,675
Buses	185	256	308	350	450
Special vehicles	215	269	314	450	580
Tractor trucks	729	1,112	1,280	1,600	2,000
Tow trucks	485	797	977	1,100	1,270
Total	23,168	30,474	35,846	41,500	51,197

[1] 1962 figures plus new registrations minus retirements.
[2] Predictions by *Marchés Tropicaux*, except actual figures for passenger cars, ordinary trucks, and total.
Source: *Situation Economique* 1962, pp. 88f, and *Marchés Tropicaux*, Feb. 20, 1965, p. 432 and June 5, 1965, pp. 1319f.

Table 32.—Imports of Motorcycles, 1961-64

[Weight in metric tons; value in thousands of dollars]

Motorcycle	1961	1962	1963	1964
Motorcycles, over 50 cubic centimeters				
Number	802	241	386	449
Weight	49	24	30	43
Value	113.1	70.2	70.2	106.1
Motorcycles, 50 cubic centimeters or less				
Number	6,569	6,534	7,312	10,246
Weight	229	234	750	411
Value	544.5	545.7	587.8	963.3

Source: *Statistiques du Commerce Extérieur*, 1961-64.

Table 33.—Industrial Production, 1960-63[1]

[Millions of dollars]

Industry	1960	1961	1962	1963	Percent increase, 1960-63
Manufacturing production, total	47.36	62.33	74.53	95.08	101
Food (and tobacco)[2]	14.27	21.28	23.86	30.40	113
Extractive[3]	4.02	5.56	5.19	5.58	39
Metal	5.22	5.85	9.05	12.33	136
Chemical (and fats and oils)	8.11	9.76	11.29	15.37	89
Wood[4]	7.96	9.80	12.64	14.77	85
Textiles	5.89	7.92	9.80	13.25	125
Miscellaneous	1.85	2.17	2.69	3.38	79

[1] Defined as f.o.b. value of exported merchandise plus wholesale value at the factory of merchandise produced for domestic consumption; does not include building construction or construction materials nor production of enterprises having annual production below $20,000.
[2] Does not include plantations, even if belonging to cannery.
[3] Does not include quarrying, which is under construction materials.
[4] Includes sawmills, furniture factories, etc., and not manufacturing of prefabricated houses, which come under construction materials.
Source: *Situation Economique 1963*, p. 65.

Table 34.—Value of Industrial Exports, 1960-63

[Millions of dollars]

Industry	To Upper Volta, Mali and Niger				To other countries				Total			
	1960	1961	1962	1963	1960	1961	1962	1963	1960	1961	1962	1963
Total[1]	3.76	7.03	6.90	7.39	11.09	11.93	14.38	17.89	14.85	18.96	21.38	25.28
Food[2]	1.16	3.27	2.57	2.91	2.53	2.72	4.31	6.47	3.70	5.99	7.08	9.39
Extractive[3]	.0	.0	.0	.0	4.20	5.74	5.11	5.19	4.20	5.74	5.11	5.19
Metalworking[4]	.04	.57	.54	.40	.40	.20	.47	.45	.44	.78	1.02	.85
Chemical and miscellaneous	.22	.84	.71	1.22	1.13	.30	.46	.71	1.33	1.14	1.17	1.93
Wood	.65	.24	.49	.68	2.29	2.62	3.42	4.29	2.94	2.87	3.91	4.97
Textiles	1.67	2.10	2.58	2.18	.56	.35	.51	.78	2.24	2.44	3.09	2.96

[1] Defined as f.o.b. value of exported merchandise plus wholesale value at the factory of merchandise produced for domestic consumption; does not include building construction or construction materials nor production of enterprises having annual production below $20,000.
[2] Does not include plantations, even if belonging to cannery.
[3] Does not include quarrying, which comes under construction materials.
[4] Includes sawmills, furniture factories, etc., but not manufacturing of prefabricated houses, which comes under construction materials.
Source: *Situation Economique, 1963*, p. 66.

Table 35.—Wood Production, 1960-64

[Thousands of cubic meters]

Item	1960	1961	1962	1963	1964	Percent increase
Production, total[1]	1,009	1,219	1,433	1,795	2,259	124
Exports of logs	823	996	1,161	1,478	1,859	126
Industrial consumption[2]	186	233	282	317	400	116
Local sales[3]	102	130	156	170	180	76
Exports[2]	88	101	[3] 113	[3] 132	[3] 215	144

[1] Leading species, in order of importance, were: Sipo (Entandrophragma Utile), Samba (Triplochiton Scleroxylon), Acajou (Khaya Spp.), Makoré (Mimusops Heckelii), Aboudikrou (Entandrophagma Cylindricum) and Tiama (Entandrophragma Angolense).
[2] In log equivalent (twice the volume of sawn lumber).
[3] Estimates of exports to West African Customs Union plus actual exports to other countries.
Source: *EDIAFRIC Bulletin De L'Afrique Noire*, Paris, France, No. 378, June 30, 1965, pp. 7643ff.

Table 36.—Imports of Fertilizers and Insecticides, by Principal Supplying Countries, 1961-64

[Weight in metric tons; value in thousands of dollars]

Import	Weight				Value			
	1961	1962	1963	1964	1961	1962	1963	1964
Nitrogenous fertilizers	4,641	4,250	2,297	3,428	434.7	304.1	125.7	[1] 253.1
France	4,156	3,573	1,673	2,661	410.0	260.0	101.2	179.6
Italy	0	204	39	687	.0	18.8	3.3	66.5
West Germany	89	75	490	78	4.5	11.8	21.2	6.9
Phosphatic fertilizers	2,120	2,681	2,249	3,104	82.0	109.4	124.5	163.3
France	1,004	259	882	940	33.9	16.7	70.6	70.6
Belgium and Luxembourg	1,116	2,404	1,337	1,373	48.2	91.4	53.9	48.6
Potassic fertilizers	7,803	6,834	7,907	12,647	469.8	432.7	507.3	898.0
France	7,294	6,220	6,224	9,881	433.9	395.9	431.4	673.1
West Germany	100	442	1,234	1,661	4.9	24.9	65.7	83.7
Belgium and Luxembourg	275	173	148	468	21.6	11.8	10.2	28.2
Other fertilizers	2,264	2,053	772	2,778	206.5	173.5	58.0	239.8
France	2,249	2,053	673	2,492	203.7	173.5	58.0	213.5
Insecticides—for retail sale	200	257	276	300	191.8	226.9	222.0	236.3
France	188	242	235	283	181.6	216.7	202.4	222.0
Belgium and Luxembourg	5.0	5.7	28	10.6	2.0	2.0	5.3	2.9
United Kingdom	1.4	5.3	6	2.8	.8	2.4	2.9	2.9
Insecticides—others	1,574	1,458	1,591	1,167	647.3	508.6	332.2	273.5
France	980	1,215	1,307	1,081	446.9	219.6	222.0	220.4
West Germany	1.5	5	2	60	2.4	6.1	2.0	28.6
Netherlands	141	152	6	23	146.5	169.8	5.7	21.2
U.S.A.	(1)	(1)	243	2	(2)	(2)	92.2	.8

[1] Less than 0.5.
[2] Less than 0.05.
Source: *Statistiques du Commerce Extérieur*, 1961-64.

Table 37.—Consumption of Petroleum Products, 1960-64

[Thousands of barrels]

Product	1960	1961	1962	1963
Kerosene	200.6	217.8	218.5	228.8
Gasoline	716.4	786.3	744.4	761.1
Gas Oil	263.5	268.1	321.7	390.8
Diesel Oil	77.2	125.6	123.9	133.0
Fuel Oil[1]	56.2	62.9	77.2	82.7

[1] Source was in metric tons. Conversion factor of 6.52 barrels per metric ton was used.
Source: *Situation Economique* 1962, p. 43; 1963, p. 43.

Table 38.—General Operating Budget, 1964-65

[Millions of dollars]

Item	1964	1965
Receipts, total	119.8	130.1
Direct taxes	18.0	19.7
Indirect taxes	89.6	98.7
Customs duty[1]	3.3	2.0
Fiscal duty	36.5	42.0
Special entry duty	22.0	25.3
Export taxes	27.9	29.4
Registration, stamp taxes, etc.	4.5	4.8
Other	7.7	6.9
Expenditures, total	119.8	130.1
Public debt	1.2	2.4
National representation	2.8	2.8
Presidency	11.1	13.1
Ministry of State	.1	.1
Ministry of Justice	2.2	2.5
Ministry of Finance, Economic Affairs and Planning	4.8	5.1
Interior and Information	7.8	8.7
Ministry of Civil Service	.4	.4
Ministry of Labor and Social Affairs	1.1	.9
Ministry of Agriculture	5.7	6.0
Ministry of Public Works and Transport	5.9	5.3
Ministry of National Education	19.9	23.0
Ministry of Public Health	12.2	12.5
Ministry of Foreign Affairs	2.6	3.1
Ministry of Armed Forces, Civic Service, Youth	10.7	12.8
Ministry of Construction and Urbanism	5.3	5.8
Secretary-General of Defense	.1	.1
Posts and Telecommunications	.0	.1
Common expenses	25.5	25.1

[1] Reduced because of abolition of all customs duties (droits de douane) on imports from EEC countries effective December 1, 1964.
Source: American Embassy, Abidjan.

Table 39.—Rail Traffic, 1960-64

Traffic	1960	1961	1962	1963	1964
Passengers					
Number ....1,000....	1,543	1,836	1,809	1,880	2,200
Passenger-kilometers ....1,000....	219,345	324,211	333,997	373,623	460,367
Freight					
Tonnage ....metric ton....	553,303	740,392	654,784	663,650	710,024
Ton-kilometers ....1,000....	214,396	335,191	317,575	319,319	333,889

Source: *Situation Economique* 1962, pp. 83ff; and *Bulletin Mensuel de Statistiques*, Jan. 1965, p.7.

Table 40.—Oceangoing Ships Cleared Through Ivory Coast Ports, 1961-64

Port and year	Ships (number)	Net registered tonnage (1,000 tons)	Cargo discharged (1,000 tons)	Cargo loaded (1,000 tons)
Abidjan				
1961	1,933	5,140	1,058	1,321
1962	2,225	5,817	1,070	1,432
1963	2,280	6,015	1,127	1,761
1964	2,486	6,517	1,327	2,059
Tabou				
1961	482	1,422	2	12
1962	410	1,225	1	8
1963	362	1,140	1	6
1964	388	1,376	1	10
Sassandra				
1961	472	1,554	4	111
1962	532	1,624	5	110
1963	540	1,680	5	185
1964	428	1,284	5	187

Source: *Bulletin Mensuel de Statistiques*, Jan. 1963 and Jan. 1965, p. 6.

Table 41.—Air Traffic Through Abidjan and Bouaké, 1962-64

Airport	1962		1963		1964	
	In	Out	In	Out	In	Out
Abidjan						
Aircraft ....Number....	3,528	3,528	3,652	3,652	4,013	4,013
Passengers ....Number....	48,555	45,242	47,184	45,802	52,935	51,813
Freight ....Metric tons....	1,624	1,553	1,591	1,269	1,891	1,523
Mail ....Metric tons....	319	188	420	226	678	(1)
Bouaké						
Aircraft ....Number....	316	316	396	396	495	495
Passengers ....Number....	987	1,112	1,152	1,314	1,595	1,368
Freight ....Metric tons....	7	5	7	9	19	26
Mail ....Metric tons....	9	5	1	4	9	(1)

[1] Data are not available.
Source: *Bulletin Mensuelle de Statistique*, Jan. 1965, p. 7.

MARKET SERIES

This publication is one of a series of market studies prepared by the Bureau of International Commerce, U.S. Department of Commerce. These studies provide a current evaluation of the nature and scope of a country's market, describing the present import pattern, distribution facilities, and trade practices, and analyze the market for selected commodities.

Other titles in the series include:

- ☐ *AFRICA: SALES FRONTIER FOR U.S. BUSINESS.* 1963. 121 pp. $1.
- ☐ *BELGIUM, A MARKET FOR U.S. PRODUCTS.* 1963. 60 pp. 45¢.
- ☐ *TRADE AND INVEST IN CENTRAL AMERICA.* 1965. 60¢.
- ☐ *HONG KONG, A MARKET FOR U.S. PRODUCTS.* 1964. 122 pp. $1.
- ☐ *KUWAIT, A MARKET FOR U.S. PRODUCTS.* 1963. 22 pp. 25¢.
- ☐ *LIBERIA, A MARKET FOR U.S. PRODUCTS.* 1965. 40 pp. 35¢.
- ☐ *LIBYA, A MARKET FOR U.S. PRODUCTS.* 1962. 65 pp. 50¢.
- ☐ *MOROCCO, A MARKET FOR U.S. PRODUCTS.* 1964. 64 pp. 40¢.
- ☐ *NIGERIA, A MARKET FOR U.S. PRODUCTS.* 1964. 72 pp. 50¢.
- ☐ *PERU, A MARKET FOR U.S. PRODUCTS.* 1961. 62 pp. 40¢.
- ☐ *PHILIPPINES, A MARKET FOR U.S. PRODUCTS.* 1965. 76 pp. 55¢.
- ☐ *SAUDI ARABIA, A MARKET FOR U.S. PRODUCTS.* 1962. 44 pp. 40¢.
- ☐ *SUDAN, A MARKET FOR U.S. PRODUCTS.* 1962. 47 pp. 40¢
- ☐ *THAILAND, MARKET FOR U.S. PRODUCTS.* 1962. 92 pp. 55¢.
- ☐ *VENEZUELA, A MARKET FOR U.S. PRODUCTS.* 1964. 65 pp. 50¢.

Copies of these publications may be obtained from any Department of Commerce field office, or from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402. Make check or money order payable to the Superintendent of Documents.

selling in Israel

promote when business is good

attitude research

help distributors with catalogues

a hard look at marketing costs

experimentation in marketing

world trade in wool and wool textiles

promoting professional salesmanship

crediting according to turnover

cases in marketing management

Save time with Marketing Information Guide

You'd need a 9-day week to even begin to keep up with the publishers' flood of books and periodicals for businessmen.

But for marketing information, at least, you don't need to be a speed-reading marvel to stay ahead.

The **Marketing Information Guide** screens and annotates material of paramount interest to Marketers. It is published monthly by the Business and Defense Services Administration of the U.S. Department of Commerce.

Subscribe today - $2 a year

Subscription Form

Please enter my subscription to
MARKETING INFORMATION GUIDE.

☐ Annual subscription, $2.
☐ Foreign mailing, 75 cents additional

NAME _____

ADDRESS _____

CITY _____ *STATE* _____

Mail to Superintendent of Documents, U.S. Government Printing Office, Washington, D. C. 20402. Enclose check or money order payable to the Superintendent of Documents.

BUREAU OF INTERNATIONAL COMMERCE

PENN STATE UNIVERSITY LIBRARIES
A0000712887l0

~~$18~~

OVERSEAS BUSINESS reports

U. S. DEPARTMENT OF COMMERCE, John T. Connor, Secretary
BUREAU OF INTERNATIONAL COMMERCE, Lawrence A. Fox, Director

Basic authoritative information for exporters, importers, investors, manufacturers, researchers and everyone concerned with international trade and world economic conditions. Approximately 100 titles annually.

now only $13

For use of Supt. Docs.	

To: Superintendent of Documents,
Government Printing Office,
Washington, D.C. 20402
or
Any U.S. Department of Commerce Field Office

Enclosed find $ _____ (check or money order). Please enter my subscription to **OVERSEAS BUSINESS REPORTS.**

Annual subscription, $13.00.
Foreign mailing, $5.00 additional.

Name_____

Address_____

City, State, & Zip Code_____